DECEMBER 3, 1945 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmag[illegible] of Radio

TELECASTING

The Iowa people who "listen most" to **WHO**
eat 5 times more **BREAKFAST FOOD**
than those who prefer
any other station!

Mail Clerk:—
Circle action addressee

	Date
Se	12/4
Sm	12/4
	12-5
	12-5

According to the authoritative Iowa Radio Audience Survey (1945)—*WHO is "listened to most" by 55.4% of the Iowa daytime radio audience, as against 10.7% for the No. 2 station.*

Putting it another way, your commercials may be heard by more Iowa people, on WHO, than on all other stations in the State *combined.*

High power is only a small part of the reason for this outstanding preference. In its home county, with *two* competitive network stations, WHO is "listened to most" both day and night. The *big* reason is WHO's superior *programming*, superior *showmanship*, superior *public service*. Ask anybody in Iowa!

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

B. J. Palmer, *Pres.* **J. O. Maland, *Mgr.***

FREE & PETERS, Inc., *National Representatives*

IN THIS ISSUE: TELEVISION REGULATIONS

(Not printed at Government expense)

Congressional Record

PROCEEDINGS AND DEBATES OF THE 79th CONGRESS, FIRST SESSION

Radio News Commentators

REMARKS
OF
HON. PEHR G. HOLMES
OF MASSACHUSETTS
IN THE HOUSE OF REPRESENTATIVES

Wednesday, October 24, 1945

Mr. HOLMES of Massachusetts. Mr. Speaker, there have been recent references on the floor of the House to radio news commentators and in general the observations of Members of this body have been critical. Perhaps a word of commendation for a radio news program of very exceptional quality is in order. I refer to the General Electric's Voice of Washington news summary we hear every morning at 8 o'clock and at 11 o'clock each evening over Station WOL.

Many of my colleagues have mentioned these particular newscasts to me and in every instance their straight news character has been noted and approved. There is no editorial comment and the presentation is neither colored by inflection nor used as a vehicle for the personal opinions of the broadcaster. In fact, the man giving the news on these General Electric programs is never mentioned by name.

671640—13625

If we are critical of some of the things being said over the air when we tune in to hear the news, we should note this splendid public service being rendered by the General Electric Co. with its WOL news programs and let the sponsor and the radio station know of our appreciation. This is the route to go to get action for radio advertisers who want to hold their audiences. When they know we want and appreciate unbiased news grams they sponsor and the result will they will soon demand it in news programs be a general handling of news on the radio comparable to the high standards governing the news columns of our great newspapers.

Mr. CARLSON. Mr. Speaker, will the gentleman yield?

Mr. HOLMES of Massachusetts. I yield to the gentleman from Kansas.

Mr. CARLSON. I concur most heartily in the remarks just made. As a regular listener of the Voice of Washington news program I am very much impressed with its high quality. I also believe the General Electric Co. uses excellent judgment in its advertising on the program. It is brief, interesting, and dignified and in keeping with the quality of the news program.

U. S. GOVERNMENT PRINTING OFFICE: 1945

Sincere thanks to Representative Holmes and Representative Carlson for their unsolicited and unprecedented commendation.

"The Voice of Washington" is a product of the newly-established WOL Washington News Bureau, directed by Albert L. Warner.

A Cowles Station

BASIC MUTUAL

WOL

"THE VOICE OF WASHINGTON"

Represented nationally by
The Katz Agency, Inc.

IN NASHVILLE...

A-1 PROSPECTS for *POSTWAR BUSINESS

★ Radio Daily Survey

Prosperous people make prosperous prospects—and Nashville's population and income increases have outstripped those of the state and the nation since 1941! Radio Daily Survey rates Nashville as an A-1 postwar city—one of only sixteen such cities in America. Here—with the help of WSIX—you may find more than a million potential buyers for your product. Top shows of both American and Mutual networks guarantee a big, interested audience. Add it up: market, coverage, audience—and REASONABLE RATES, and it's easy to account for the buyer-appeal of WSIX!

AMERICAN
•
MUTUAL

WSIX

The Voice of Tennessee's Capital City

NASHVILLE TENNESSEE

5,000 WATTS
980 K. C.

Represented Nationally by
THE KATZ AGENCY, INC.

lished every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

MBS President Edgar Kobak may not have known it, but he was almost drafted for Assistant Secretary of State—job now held by William B. Benton. OPA Director Chester Bowles was first choice but sold Administration on his ex-partner in Benton & Bowles, advertising agency.

BYRON PRICE, ex-censor who made news last week with his "inside Germany" report to the President, recently was offered top news job at State Dept. He turned it down. He has been reported slated for various high positions, including second man in new Eric Johnston motion picture setup—but here's best bet of week: He'll return to AP not as executive news editor but as head man.

THE INSIDE ON MAYOR LAGUARDIA—and it may be "outside" now for announcement could have been made since BROADCASTING press time: The "Little Flower" will go on American first Sunday following end of his term of office with weekly 15-minute commentary on current events. Sponsor will be William H. Wise & Co., New York book publisher. Agency, Huber Hoge & Sons, New York. Time, 9:30 to 9:45 p.m. Talent cost, $100,000 for 52-week series.

WORST IS YET to come—in questionnaires. FCC's legal lights, goaded by Commissioners Durr and Denny, both of whom delight in paper work, are talking up quarterly or even possibly monthly financial, program and other reports from stations.

AMERICAN BROADCASTING Co. may have new stockholder soon. Robert Kintner, top vice-president handling public affairs and related activities, may acquire 12½% interest released by Ex-Vice-Chairman Chester LaRoche.

THERE WILL BE FIREWORKS on final disposition of 740 kc with 50 kw in San Francisco. FCC last week set for hearing Brunton Bros'. application to sell KQW for $950,000 to CBS. Previously Commission has been importuned to shift KQW from present 740 kc assignment with 50 kw potential to KSFO San Francisco assignment on 560 kc with 5000 w regional. KSFO, an independent owned by Wesley I. Dumm, then would get 740 kc and an open road to 50 kw. Battle for 740 has been waged by two stations for several years. Commissioners Wakefield, Jett, Wills wanted to grant transfer conditioned upon frequency switch in favor of KSFO. Commissioners Walker, Durr and Denny voted "no" and it goes to hearing. Chairman Porter was in Bermuda attending British Empire radiotelegraph parley.

ONE POWERFUL farm group, with a strong lobby in Washington, is seeking to obtain surplus walkie-talkies and handie-talkies for its membership. RFC reported hands tied until Army releases transceivers, and noted they

(*Continued on page 86*)

Upcoming

Dec. 6: Industry AFM Committee, Hotel Statler, Washington.

Dec. 7: NAB Employe-Employer Relations Committee, NAB Hdqtrs., Washington.

Dec. 10-11: NAB Program Manager Organization Committee, BMB Board Room, N. Y.

Dec. 13-14: NAB Finance Committee, NAB Hdqtrs., Washington.

Dec. 17-18: NAB Code Committee, Palmer House, Chicago.

Bulletins

STATEMENT of policy was adopted Friday afternoon by House Un-American Activities Committee, which will regard all information it obtains as confidential pending formal investigation. Move is designed to meet criticism of commentators who say mere fact that their scripts were being reviewed by Committee hurt their professional reputation.

ARTHUR GAETH, Mutual correspondent covering Nuernberg trials of Nazi war criminals, on Friday recorded several minutes of testimony of Rudolph Hess, who denied charges he is insane, and rushed them to RCA Communications for transmission to Mutual in America, which on ten minutes notice cleared time and put recorded voice of Hess, followed by Gaeth's English translation, on network at 3:15 p.m.

NON-SECTARIAN Anti-Nazi League is taking survey of major networks and some local stations to determine whether proper balance is being maintained among liberal, conservative and reactionary forces, by newscasters and commentators.

Business Briefly

CAMAY SWITCH ● Procter & Gamble Co., Cincinnati, has switched the entire responsibility for *Perry Mason Show* 5-weekly on CBS to Dancer-Fitzgerald-Sample, New York. Program was formerly handled jointly by Pedlar & Ryan for Camay soap and Dancer-Fitzgerald-Sample for Spic and Span. Reason for switch was that Spic and Span will be plugged more extensively with only occasional mentions of Camay.

SATEVEPOST PRE-GAME SPOTS ● Curtis Publishing Co., Philadelphia, will sponsor five-minute *Post Parade* on WHN New York immediately preceding 15 of the station's exclusive broadcasts of 29 intercollegiate basketball games at Madison Square Garden, starting Dec. 5. Other 14 pre-game spots will be occupied by *Basketball Hi-Lites*, sponsored by Buddy Lee Clothes, Brooklyn. MacFarland Aveyard & Co., New York, is agency for Curtis; Henry Bach Associates, New York, for Buddy Lee.

WHITEHALL PLACES ● Whitehall Pharmacal Co., New York (Hill's cold tablets) with John B. Kennedy thrice-weekly on WFBR, also starting a 19-week announcement campaign on WIRE WINS WHN WAAT KDKA WWSW WWVA WMMN WLS WJR WTAM WFBR KYW WEEI WKRC WJAX WCHS WGBF WDZ WFLA WGY WOW WHAS. Agency, Dancer-Fitzgerald-Sample, N. Y.

BIG WINE SERIES ● La Boheme Vineyards Co., Fresno, Cal. (wine), sponsoring daily announcements for 13 weeks on WNEW WOR WMCA WOV WHOM New York and WAAT Newark, plus quarter-hour portion of *Make Believe Ballroom* on WNEW Tuesday and Thursday, and portions of *Confidentially Yours* on WNEW on Mon., Wed., Fri. At least 8 stations are starting daily spots for La Boheme wine for 13-week contracts. Agency, Biow Co., New York.

Changes In Copy Limits Urged By NAB

REVISED limits on length of commercial copy were recommended Friday by NAB Sales Managers Executive Committee, meeting at Hotel Roosevelt, New York (see story, page 14). After meeting with William S. Hedges, NBC; Jan Schimek, CBS, and Willard Egolf, NAB, representing NAB Code Committee, the executive committee voted to recommend to Code Committee and NAB Board that on musical clock, participating and announcement programs, advertisers be limited to three announcements within any quarter-hour period and that time devoted to commercials not exceed 20% of total program time.

Executive group also recommended that commercial time on five-minute news programs be reduced from present 90-second limit to 75-second maximum.

Frank E. Pellegrin, NAB Director of Broadcast Advertising, reported to the executive committee on the Joske clinical radio test. Hugh Feltis, president of Broadcast Measurement Bureau, reported on progress of bureau.

Arthur Hull Hayes, WABC New York, chairman of Subcommittee on Standardization of Rate Cards, submitted report on recommendations of his committee for uniform size, minimum essential information, uniform definitions of types of programs and announcements, clarity in stating copy limitations, desirability of spelling out all rates and of keeping discounts as simple as possible.

Five sample rate cards, prepared in accordance with the five basic discount formulas most generally used, were submitted as part of the report. Subcommittee recommended that if approved by SMEC the report be submitted to AAAA Timebuyers Committee, and if it also approves, be printed by NAB for member stations.

YOU, TOO, CAN RUN A RADIO STATION!

ANYONE can run a radio station. There are over 900 of them in operation throughout the country today. You don't have to have much on the ball to throw a network switch or play records and transcriptions. But running a radio station that feels a community responsibility, a station that tries to integrate itself into the community, is another thing. Let's take WCHS, for example.

THE city of Charleston, W. Va., like all other cities in the nation, had a juvenile delinquency problem. The whole town talked about it . . . but nobody did anything. Well, we talked about it, too. In fact, we screamed about it! And then, together with the Junior Chamber of Commerce, we hired a paid director and converted the WCHS Auditorium (it's the largest auditorium of its kind in West Virginia) into a gigantic youth center.

THUS the auditorium that housed Bill Tilden playing tennis, Benny Goodman tootling his clarinet, Jimmy Braddock boxing a sparring partner, basketball games, ice revues and many other attractions, became (of all things) THE TURTLE SHELL!

WHY the Turtle Shell? Because that's what kids wanted to call it! So now the auditorium is full of cute bobby-soxers and their boy friends, ping pong tables, pool tables, snack bar, shuffle board courts, a juke box and dance floor—just to mention a few of the attractions. Once a month a Turtle Shell Forum is held in which the boys and girls conduct a "round table" discussion on controversial topics of the day. These forums are so interesting that we even broadcast them.

THE kids have a swell time and we think we are doing our part toward helping solve Charleston's juvenile delinquency problem. Well, anyway one of the local newspapers finally broke down and ran an editorial patting us on the back.

W C H S

CHARLESTON, W. VA.
5000 on 580 • CBS

Represented by the Branham Co.

JOHN A. KENNEDY, Pres.
(on leave U. S. Navy)

HOWARD L. CHERNOFF
Managing Director

THE PACIFIC NORTHWEST MEANS...

KIRO

SEATTLE • TACOMA

Prosperous Farms
Producing over $500,000,000 Annually

State of Washington farmers, living on well equipped, electrified, modern farms make up an exceedingly large, rich market for a variety of products. A typical farmer with an investment of $12,565 grosses $7,760 annually . . . and makes a net profit of $2,497. . . about 31%. And in addition to this profit, which goes largely for merchandise for himself and family, he also spends $2,423 for feed and supplies . . . $353 for seed, fertilizer, and spray . . . and $575 for new machinery and equipment. Yes, the Washington farmer is progressive and prosperous . . . a prospect well worth converting into a customer!

KIRO is the only 50,000 watt station in this rich market . . . it brings Columbia Programs to Seattle and the Pacific Northwest.

THE PACIFIC NORTHWEST'S MOST POWERFUL STATION

50,000 Watts
710 kc
CBS

Represented by
FREE and PETERS, Inc.

BROADCASTING
The Weekly Newsmagazine of Radio

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

IN THIS ISSUE . . .

My Impression of Europe
By Mark Woods 10
Rural Survey Results Announced 12
Grants Made for 13 AM Stations 13
Standard Agency Contract Approved 14
Network Allocation Plan Will Continue 14
Postwar Telecasting Given Go-Ahead 15
Walter Brown Resigns 15
Station Franchise Tax Bill Expected 16
AFRA Orders Weatherman to Join 17
ACLU Backs World Freedom of Air 17
FCC Engineering Department Reorganized 17
Campaign Is on to Defeat Wood Bill 18
OPA Issues Set Price Ceilings 18
AP Changes Membership Rules 20
Porter Sees Importance of Video in Home 22
Hooper, Pulse, Canadian Ratings 30
Powerful Radar Jamming Tube Developed 32
Rules Governing Television Stations 76
KHQ Sale Said to Violate Duopoly 80

DEPARTMENTS

Agencies 58
Allied Arts 66
Commercial 54
Editorial 46
FCC Actions 74
In Public Service 40
Management 50
Net Accounts 66
News 64
Our Respects To 46
Production 62
Programs 60
Promotion 68
Sellers of Sales 10
Service Front 60
Sponsors 61
Technical 67
Sid Hix 14

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL
ROBERT K. RICHARDS, *Editorial Director*
Art King, *Managing Editor;* J. Frank Beatty, Bill Bailey, *Associate Editors.* STAFF: Jack Levy, Lawrence Christopher, Mary Zurhorst, Rufus Crater, Norma Pugliese, Adele Porter, Mabel Jackson, Marie Woodward.

BUSINESS
MAURY LONG, *Business Manager*
Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Carpenter, Cleo Kathas. AUDITING: B. T. Taishoff, Catherine Steele, Mildred Racoosin.

CIRCULATION
BERNARD PLATT, *Circulation Manager*
Dorothy Young, Herbert Hadley, Leslie Hahn

NEW YORK BUREAU
250 Park Ave. *PLaza 5-8355*
EDITORIAL: Bruce Robertson, *New York Editor.* Florence Small, Dorothy Macarow, Doris Gooch.
ADVERTISING: S. J. Paul, *New York Advertising Manager;* Patricia Foley.

CHICAGO BUREAU
360 N. Michigan Ave. *CENtral 4115*
Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU
1509 North Vine St. *GLadstone 7353*
David Glickman, *Manager;* Marjorie Barmettler.

TORONTO BUREAU
417 Harbour Commission Bldg. *ELgin 0775*
James Montagnes, *Manager.*

BROADCASTING Magazine was founded in 1931. Broadcasting Publications Inc., using title: BROADCASTING—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Pat. Office

Copyright 1945 by Broadcasting Publications Inc.

SUBSCRIPTION PRICE $5.00 PER YEAR 15c PER

A Community with 200 Large Department Stores
This is Mr. Walker...
One of the 1797 Druggists in the WGY COMMUNITY*
This is Mrs. Smith...
One of the 1,045,717 Housewives in the WGY COMMUNITY
Merry
PEACETIME
Christmas
from the WGY community*
to all of our friends and advertisers
in the Hudson Circle
WGY is the ONLY medium which combines this valuable market into ONE coverage area.
WGY's primary and secondary areas contain 18 cities with a population of over 25,000, 39 cities of over 10,000 population, and 40 incorporated towns and villages of over 5000 population.
A Community* with 978 Hardware Stores
This is Bill... who manages one of the 13,728 Service Stations in the WGY COMMUNITY*

GENERAL ELECTRIC WGY-260

WGY
810 ON YOUR DIAL

50,000 WATTS—NBC—
23 YEARS OF SERVICE
SCHENECTADY, NEW YORK
REPRESENTED NATIONALLY BY NBC SPOT SALES

"You take it and like it ...from a PRESTO RECORDING!"

"We have each of our programs transcribed on Presto equipment because it's easy to take criticism from a Presto Recording," says lovely Evelyn Knight, singing star of CBS' "Powder Box Theatre". "When you specialize in tricky rhythms as I do, it's important to be able to play back the show to review your work."

Broadcasting stations and recording studios use Presto equipment because they can depend on Presto to produce high quality work. Schools and business organizations, too, prefer Presto because a Presto Recorder can take hard usage and is simple to operate. Write for complete information.

PRESTO

RECORDING CORPORATION

242 West 55th Street, New York 19, N. Y.

Walter P. Downs, Ltd., in Canada

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS

Business Leaders plan for *Louisville!*

☆ The Kentucky Manufacturing Company *plans . . .*

RECONVERSION presented very few problems to us as our war work was a continuation, on an expanded basis, of our peacetime operation.

Prior to the war we were making commercial freight trailers and forging semi-steel and gray iron castings. During the war we made heavy all-steel special military vans, special heavy four-wheel trailers for the Navy and Marine Corps, forgings for the Navy and semi-steel and gray iron castings for the Army, Navy and Marine Corps. We also participated in the Army wood cargo program. During this period it was necessary for us to expand our facilities and our number of employees.

Our present plans are to use these expanded facilities. We expect our employment to be approximately two and one-half times that of our prewar level.

We are again making all types of trailers, commercial freight carriers and farm wagons. We are producing semi-steel and gray iron castings as well as forging for peacetime industries.

We are proud of our part in the war production record of our country and are entering the postwar era with confidence that we are facing years of good business.

R. C. TWAY, *President*

☆ The Henry Vogt Machine Co. *plans . . .*

PRIOR to the war we manufactured industrial boilers, industrial refrigeration equipment, forged steel valves and fittings, and oil refinery equipment for high octane gasoline.

These peacetime products were very necessary for the war effort and had high priority ratings. Many boilers manufactured by the Henry Vogt Machine Company were used in cargo ships. Vogt valves were used in the nitric acid processing in every plant making gun powder for the war effort.

Because there was no change-over for wartime production, there is no conversion problem at our plant. We will go right on manufacturing these boilers, valves and fittings, etc., but now they will again go to the peacetime users. We will continue our practice of adding to the valve and fittings line, improving tooling, machining and production practices, and developing aids to better production.

In addition to our regular lines we will produce a new machine which we have patented for the manufacture of sized ice. This Tube Ice machine, already in use by the Navy, will be used by hotels and restaurants for preservation of fruits, poultry, fish, etc. It will be a big production item in the postwar era.

For more than fifty years the employment of our company has been most stable. We expect to maintain the same level of employment as we have had during wartime production.

G. A. HEUSER, *President*

No. 8 in a series of messages about plans for Louisville

We should like to send you a copy of our 40-page book "28 Business Leaders Plan for Louisville."

The Courier-Journal
THE LOUISVILLE TIMES
Radio Station WHAS

In Front ★ KFOR

MAGEE'S DEPARTMENT STORE

Twelve 15-Minute periods per week . . . .

SEARS ROEBUCK & CO.

Eighteen Spot Announcements weekly

Represented by Edward Petry Co., Inc.

KFOR

"Nebraska's Capital City Station"

LINCOLN Nebraska

GORDON GRAY, General Mgr.
MELVIN DRAKE, Station Mgr.

BASIC AMERICAN; MUTUAL NETWORKS

My Impression of Europe

By MARK WOODS, President
American Broadcasting Co.
(Twelfth of a series by members of the U. S. Mission to ETO.)

IN SENDING a mission of executives of radio and the radio trade publications to the European Theater of Operations, the U. S. War Department gave those representatives an opportunity to observe at first hand the fine work being done in Europe by the Armed Forces to establish order out of the inevitable chaos which results from war.

The type of leadership, beginning with General Eisenhower, his general officers and down through the ranks, gives first hand evidence of the quality of manpower which brought our country victory over a powerful and despicable combination of Fascist nations.

Although certainly no men deserve a better right to enjoy the fruits of victory, peace, home, families, and the appreciation of a grateful people, most of these leaders are remaining in Europe in an attempt to solidify the victory so that there will be no repetition of the last two world-wide catastrophes.

This sacrifice is certainly no

MR. WOODS

easy one and their efforts, together with those of their civilian assist-

(Continued on page 69)

Sellers of Sales

VERA BRENNAN, time-buyer for Duane Jones Co., New York, has been in the radio business for the past 13 years yet she is young, vivacious, capable and one of the most popular time buyers in the industry.

Miss Brennan was born during the first World War in New York City. She attended Columbia U. for about a year, majoring in English. She started in the radio business as a secretary to George Tormey, radio account executive, for Blackett-Sample & Hummert, New York. Two years later she joined the Biow Co. as secretary to Mr. Biow. But it wasn't long before her time-buying capabilities were discovered and she was made assistant to Reggie Schuebel, then time buyer for Biow. They bought time for one of radio's pioneer spot announcement users—Bulova, and in addition for many other accounts.

VERA

On July 1, 1942, Miss Schuebel left Biow and joined the Jones Agency. On Oct. 12, 1942, Vera too, joined the agency and became associated with Miss Schuebel again and has been ever since. Under their supervision the following accounts are handled: Sweetheart Soap, Mennen, Babo, Mueller-Macaroni, Clark Chewing Gum. The girls work as a team on most accounts.

The auburn-haired blue-eyed Vera is athletically inclined. She loves to swim and golf during the summer. During the winter months she used to spend most of her weekends ice skating and horse-back riding, but admitted that business activities were occupying more of her time this year. She says that it has been fun to work and to watch the agency's billing triple in the last three years.

Use of spot announcements is really comparatively new, Miss Brennan pointed out, for it has been only in the past five or six years that clients have begun to use this type of advertising.

Miss Brennan shares an apartment in Sunnyside, Queens, with her mother and sister Louise, who is associated with another agency, Kenyon & Eckhardt. Vera's pet is a black cocker spaniel called Muffin, because when she first got him he "was very tiny and curled up like a muffin".

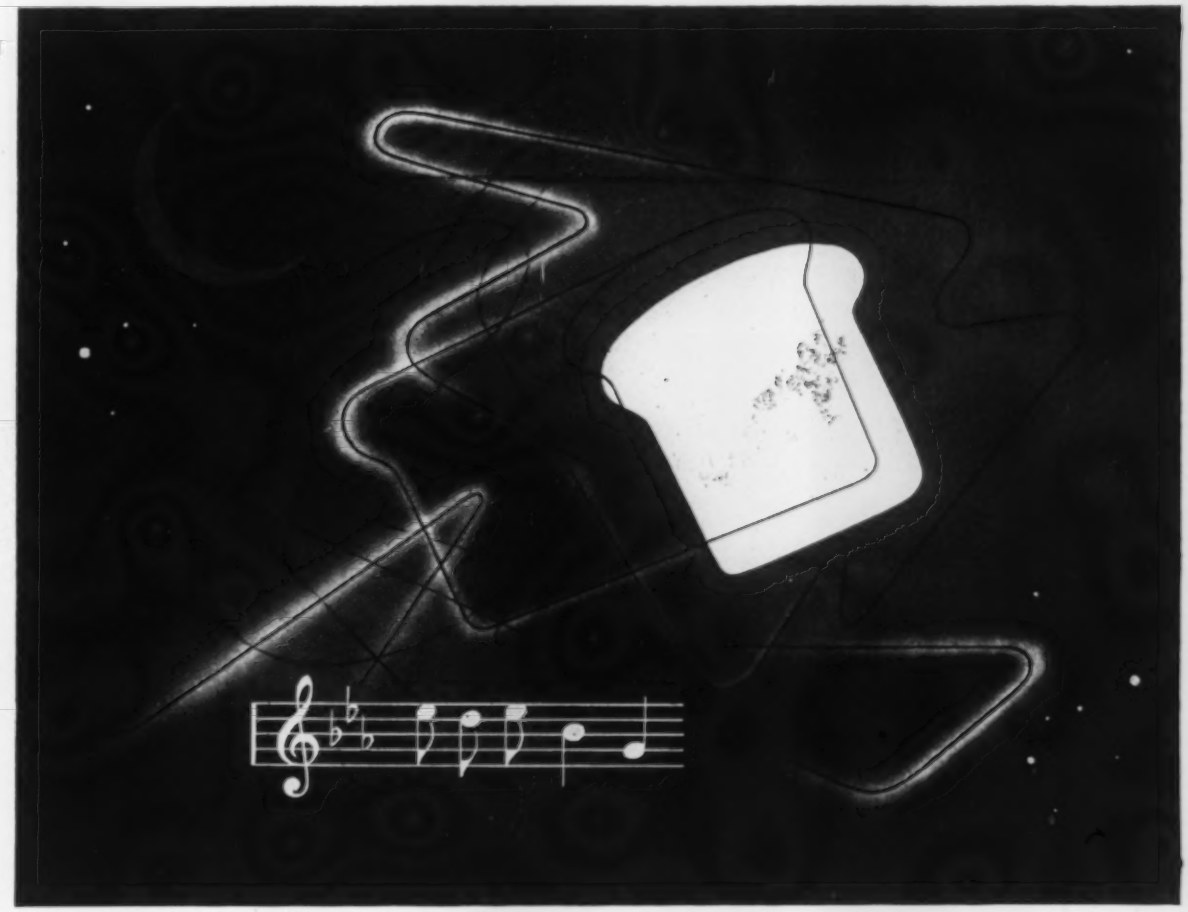
She is a member of Radio Executives Club of New York and of Delta Alpha Sigma Sorority.

For sure returns on your advertising —investigate this station which covers the prosperous industrial and agricultural area comprised of Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia.

5000 WATTS DAY AND NIGHT

Represented by

RAYMER



THE STUFF WHICH SALES ARE MADE OF

Dreams and bread, while poles apart, are two of man's basic needs. Hence, the weaving of dreams and the selling of bread are combined, with conspicuous success, in "The Dream Weaver".. a unique KDKA origination which has been sponsored for the past five years by the Braun Baking Company, of Pittsburgh.

"The Dream Weaver".. a morning quarter-hour heard daily, Monday through Friday.. features the poetry of KDKA's gifted Marjorie Thoma. Her homey, sentimental verse, in the Edgar Guest manner, is read with feeling by Announcer Paul Shannon, and appropriately reinforced by Bernie Armstrong, at the console.

Mail-pull and sales from this series prove that dreams have their substantial side. Braun loaves nourish a considerable portion of KDKA's vast listenership.. which, since man does not live by bread alone, is likely to be interested in *your* product, too!

KDKA
PITTSBURGH
50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc

KEX • KYW • WBZ • WBZA • WOWO • KDKA

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX • KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

Welcome back to F&P,

Colonel C. Terence Clyne!

ATTENTION, gents, and help us throw a proud and happy salute at a returning "old F&P Colonel" who actually became a Lt. Colonel in the U. S. Army—our one and only C. Terence Clyne! Entering the Air Force as an humble Lieutenant in June, 1942, Terry shone as brightly in the Army as he had in F&P—rose rapidly to Chief of Supply of the Eighth Air Force Service Command in Europe—won three decorations for outstanding performance.

And now (since November 5) Terry is again hanging his hat in the New York Office of F&P!

We hope the lightning doesn't strike us for bragging, but we'd like to point out that *every one* of our old top-star Service men are now either back at work or very soon will be. All of them have done *better than well* with Uncle Sam. All of them have become even bigger men than when they left. But back they've come to F&P—and we're darned proud of it, and of them.

So welcome home, Terry, you *genuine* Old Colonel!

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WJEF-WKZO	GRAND RAPIDS-KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
...IOWA...	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
...SOUTHEAST...	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
...SOUTHWEST...	
KOB	ALBUQUERQUE
KEEW	BROWNSVILLE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
...PACIFIC COAST...	
KOIN	PORTLAND
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 | NEW YORK: *444 Madison Ave.* Plaza 5-4130 | DETROIT: *645 Griswold St.* Cadillac 1880 | SAN FRANCISCO: *111 Sutter* Sutter 4353 | HOLLYWOOD: *6331 Hollywood* Hollywood 2151 | ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING

VOL. 29, NO. 23 WASHINGTON, D. C., DECEMBER 3, 1945 $5.00 A YEAR—15c A COPY

They Like American Radio In the Country

Program Criticism Slight, FCC Reveals

THE AMERICAN FARMER, renowned for his independence of thought and action, has told the United States Government that he likes American radio—all Ivory Tower opinions to the contrary notwithstanding.

And his wife likes it, too.

This is revealed in a document entitled, "Summary of a Survey of Attitudes of Rural People Toward Radio Service" released by the FCC. The survey, covering farm and small town dwellers, was undertaken by the Division of Program Surveys of the Bureau of Agricultural Economics, Dept. of Agriculture.

The survey was organized originally under the joint sponsorship of industry and the FCC [BROADCASTING, July 23], but some industry members withdrew financial support because they contended Government economists were more interested in programs than in station coverage. Questions were drafted by the Dept. of Agriculture. Chairman of the joint Government-industry committee was Dallas W. Smythe, FCC chief economist.

2,535 Questioned

Interviews were conducted with 2,535 farm and non-farm families in 116 counties selected to provide a cross-section of rural areas.

The actual survey, 141 pages of single-spaced typescript, will figure prominently in the Jan. 14 clear channel hearings scheduled by the FCC. The study was made after consultation with Committee 4 of the FCC committees actively engaged in gathering data for the scheduled hearings.

Although there is evident in the Commission's report on the survey's findings a certain reluctance to acknowledge the startling clarity of the conclusions, it is obvious nevertheless that American radio is doing a job for the rural dweller.

This reluctance is pointed up, for example, when the FCC states: "Very few of these people (those surveyed), have any point of reference, either actual or ideal, with which to compare present radio programming; as a consequence, they tend to accept the radio they know as the natural order of things."

This observation pursues by two paragraphs the statement that these same listeners do not indicate "any important specific discrepancies between listener needs and present day program service".

Here are specific discoveries made in the survey:

1. The majority of rural listeners "have no great feeling that present radio programming is inadequate."

2. Rural listeners are generally not "highly conscious" of possible improvements in program service. The suggestions received failed to show "any important specific discrepancies between listener needs and present program service."

3. The amount of time spent in listening to radio differs widely among rural people, with three out of four saying they turn off their sets at times because of lack of interest in the programs available and one-third reporting they do so often.

4. News and information programs are regarded as the most valuable service of radio to rural men. Among rural women entertainment is given slightly greater emphasis from the standpoint of value.

5. An "overwhelming majority" of rural people say they would miss news programs most if they had to go without radio service.

6. Generally, farm people prefer the more serious type of program, such as news and market reports, religious music, sermons, and farm talks.

7. Serials are second only to news among rural women as the type of program they would miss most if their radios failed them. At the same time, the serial stories stir up stronger "partisan attitudes" than any other programs.

8. Types of programs which most commonly create "strong feelings of rejection" among rural listeners are (1) serials, (2) dance music, (3) classical music.

9. Most rural listeners "seem to take radio programming for granted" and "tend to accept the radio they know as the natural order of things."

10. About one in every four rural homes has no radio in working order. Nearly 90% of those who have been without radios for five years would like to have them.

The radio attitude study is one of two major surveys assigned to one of the four committees charged with presenting data for the consideration of the clear channel hearings. The second study, soon to

(*Continued on page 84*)

When They Listen

WHEN does the rural audience listen to the radio? The survey of radio attitudes of rural people found that two-thirds of set owners turn on their sets before 8 a.m. and one out of eight before 6 a.m. One out of ten turns off his set before 9 p.m.; three out of ten between 9 p.m. and 10 p.m.; and four out of ten between 10 p.m. and 11 p.m. Farm programs find their largest audience at noon when 44% of farmers listen. Twenty-six per cent of farmers tune in in the morning, 10% in late morning, 6% in the afternoon and 11% in the evening.

Grants Are Made for New AM Stations

Two Small Towns Get Four of 13 Permits; Hearings Set

(*See table on page 85*)

FIRST OUTRIGHT grants of pending applications for new standard stations since resumption of normal licensing operations were made last week by the FCC.

The Commission authorized construction permits for 13 local stations in cities which have no primary service. An additional four applications were designated for hearing, bringing to 244 the number of AM applications on which hearings have been set.

Last week's actions left the Commission with 398 AM applications for new stations and changes in facilities still to be processed out of a total of 674 cases which had accumulated by Oct. 8 when licensing practices returned to a peace time basis. A group of 19 applications involving breakdown of clear channels will be withheld from processing until the clear channel hearings have been completed.

Outstanding among the new stations authorized were four grants in two small cities. Two applicants in Athens, Tenn., a town of 6,930 population, and two in Ellensburg, Wash., with only 5,994 population, were given construction permits.

In Small Communities

The possibility that cities of such size could support two commercial stations was regarded as highly unlikely but it is understood the Commission felt it was compelled to make the grants since the frequencies were available and the applicants possessed the necessary qualifications. Hope was entertained, however, that arrangements might be worked out by the grantees whereby only one station would be built in each of the two communities.

It was recalled that in 1940 the Commission authorized two stations for Cheyenne, Wyo. (population 22,474) but only one (KFBC) was constructed. In the same year the Commission granted two applications for stations in Las Vegas, Nev. (population 8,422) but only KENO was established.

Also in 1940, the Commission authorized two stations for Salisbury, Md. (population 12,000) after it had ordered a daytime outlet off the air because of alleged financial irregularities. The two grantees agreed, however, that the community could support only one station and one of the applicants thereupon requested cancellation of its CP to which the Commission consented. WBOC thus became the only station in Salisbury.

'Survival of Fittest'

In granting dual operations for Athens and Ellensburg, the Commission is applying the "survival of the fittest" theory, which was upheld by the Supreme Court in the Sanders-Dubuque case in 1940. It appeared from these grants that authorizations for two and more stations will be made in many other communities, particularly for FM stations, with grantees left to work out agreements as to which shall exercise his authorization or to fight it out for survival.

Standard Agency Contract Approved

NAB Sales Group Acts On Plan for Formal Recognition

STANDARD agency contract drafted by a joint NAB-AAAA group was approved last week by the NAB's Sales Managers Executive Committee for submission to the NAB Board of Directors Jan. 3-4. This topped a list of advertising, research and sales problems acted on by the committee Thursday and Friday at the Hotel Roosevelt, New York, climaxing a week of special committee meetings.

Other actions included:

Approval of plan to submit advertising agency recognition bureau idea to stations for study.

Approval of analysis of research methods covering local station audiences, with standardization as goal.

Decided paid advertising from Government agencies is properly acceptable.

Discussed proposed copy acceptance bureau.

Rejected proposal to declare 2% discount an industry policy.

Discussed need for industry data on broadcast advertising expenditures.

Decided to name subcommittees on sales practices and on preparation of report on Joske's department store's radio project.

Presiding at sessions was James V. McConnell, NBC national spot sales manager and SMEC chairman.

Report on standard agency contracts was submitted by Walter Johnson, WTIC Hartford, chairman of subcommittee which met Monday and Tuesday with AAAA group. NAB subcommittee recommended adoption of revised contract form. SMEC approved plan and will recommend to NAB board. AAAA group will recommend action by AAAA board. If both boards approve, form will be recommended for general use.

While not entirely satisfactory to both sides, new form was deemed a considerable improvement over the present one. Changes include:

Extension of time required for notice of termination of contract from 14 to 28 days for programs, remaining at 14 for announcements. Stations now permitted to furnish either affidavit or certification of performance, if agency requests, but unless requested prior to billing, this shall not be considered condition precedent to payment.

If cancellation is caused by "material breach" by agency, new form calls for payment to the station, as "liquidated damages", of a fair estimate of cost to station together with amount owing at the earned rate for programs performed before the cancellation. If station performs the "material breach" the station shall pay agency a fair estimate of cost incurred by agency, not to include agency commissions.

Right to Cancel

New form gives station right to cancel any broadcast in order to broadcast another program which the station "in its absolute discretion deems to be of public importance or of public interest." If substitute time is not agreed on for such cancellation, station shall pay agency only amount of noncancellable cost of talent, which in no case shall be more than the time charge.

If material for broadcast is not received 96 hours (reduced from seven days) before time of broadcast, station shall notify the agency by collect telegram (formerly the station paid for the wire). If material has not arrived at least 72 hours in advance of broadcast (no definite time is specified in present contract), station has right to produce substitute program and make its regular charge for time and reasonable charge for talent.

Station cannot be required to broadcast for any sponsor or for any product not specified in the contract, without its written consent to such changes. Station must also approve the receipt and handling of any mail, telegrams, phone calls, money or material that may be called for and is to do so at agency's risk, with agency reimbursing station for expenses.

Time for station breaks which station may deduct from any broadcast of five minutes or longer is set at 30 seconds. Other changes clarify language.

Members of the subcommittee, in addition to chairman, are: Ben Laird, WOSH Oshkosh; Howard Meighan, CBS; Frank V. Webb, WGL Fort Wayne; Sam H. Bennett, KMBC Kansas City (unable to attend).

Mr. McConnell, with Frank Pellegrin, NAB Director of Broadcast Advertising; his predecessor in that post, Lewis H. Avery, now head of his own station representative organization, and John Morgan Davis, NAB counsel, sat with all subcommittees.

AAAA representatives included Linnea Nelson, J. Walter Thompson Co.; Carlos Franco, Young & Rubicam; Charles Ayres, Ruthrauff & Ryan; Frank Silvernail, BBDO; Herald Beckjorden, AAAA; George Link, AAAA counsel.

SMEC next heard the report of Stanton P. Kettler, WMMN Fairmont, W. Va., chairman of subcommittee appointed to study need of an advertising agency recognition bureau, which Wednesday had drafted a plan to present the proposal to broadcasters at NAB district meetings early next year. Committee also approved this plan and will recommend its adoption by the board. Idea is to prepare a half-hour transcribed presentation, leaving broadcasters free to make their own decision.

In addition to Mr. Kettler, this subcommittee includes William Doerr Jr., WEBR Buffalo, and Harold Soderlund, KFAB Lincoln. On Thursday Mr. Avery was named as a member of this committee to replace Mr. McConnell, who felt that as general chairman of SMEC he should not also be a member of a subcommittee.

Frank V. Webb, WGL Fort Wayne, chairman of subcommittee

(*Continued on page 84*)

Drawn for BROADCASTING by Sid Hix

"Don't be boffed, Rudy, it's one of those new radio watches!"

Radio Allocations Plan Will Continue

RADIO NETWORK allocations plan will be continued on a revised basis after Dec. 8, the Advertising Council announced Friday, when details of the new setup were sent to radio advertisers throughout the country by a special Council committee made up of H. W. Roden, vice-president, American Home Products Corp.; Lee H. Bristol, vice-president, Bristol-Myers Co.; Stuart Peabody, advertising director, Borden Co.

Main difference between new and wartime plans is that the number of public service messages advertisers will be asked to broadcast is reduced from one every four weeks to one every six weeks for weekly programs, and from one every second week to one every third week for programs broadcast three, four or five times weekly. As in the past, advertisers will be free to reject any suggested assignment, or to ask for a substitute message or date. Fact sheets will accompany assignments and advertisers will be free to adopt form of message to fit their program requirements.

Council pointed out to advertisers that their "cooperation will provide our country, the radio industry and radio advertisers with three specific benefits:

"(1) Furnish public information on matters of pressing importance to American business, particularly

(*Continued on page 84*)

Benton Sees Private Enterprise Influencing Worldwide Radio

PRIVATE ENTERPRISE will have much to say about peacetime international broadcasting regardless of the final pattern for administering the outlets.

Mr. Benton

This was implicit in a statement by William Benton, Assistant Secretary of State in charge of Public Affairs, writing in the Sunday Magazine section of the *New York Times* for Dec. 2.

Mr. Benton, former partner in Benton & Bowles, New York advertising agency, and more recently vice-president of the U. of Chicago, says, in speaking of the information activity of his division: "The long-range program of the Department, not yet drawn up in detail, will follow the general lines not evolving in the transition program. Private initiative and private facilities can do a very big part—indeed an overwhelming proportion—of the job of disseminating abroad information about America."

Later in the same article, Mr. Benton observes, "In shortwave radio, the role of private enterprise is under study. This is a much more complex problem. There is no profit in shortwave radio. The Government must put up the money. Other governments are using shortwave on an increasing scale. Technical efficiency grows from day to day. We cannot retire from the field. We have not yet determined how to operate it, or who should run and control it."

The State Dept. official said the Government would progressively retire from the field of news distribution and expresses the hope that UP, AP and INS will expand their overseas services.

He notes, also, that "the Government should not undertake to do what private press, radio and motion picture organizations do better . . . "

He says that "we do not intend to take part in any sort of international 'information race'; but neither do we propose to depend on other nations to speak to the rest of the world on our behalf."

Mr. Benton returned only last Saturday from London and Europe, where he had been attending conferences pertinent to his program.

Postwar Telecasting Given Go-Ahead

Rules Are Issued; Standards Out in Short Time

(Text of TV Rules on page 76)

FORMAL inauguration of television in the lower band was given the green light last week by the FCC with the adoption of the final rules and regulations to govern the operation of stations. Standards of good engineering practice will probably be issued within the next two weeks.

Provision for 406 television stations in 140 metropolitan districts is made in the Commission's allocations of frequencies for the service. All are for metropolitan stations except 17 which are community.

In 12 of the metropolitan districts, the Commission has already received more applications for stations than there are frequencies available and it will be necessary to designate these applications for hearings. Of a total of 142 television applications pending, 80 are from the 12 areas.

Metropolitan stations are restricted under the rules to a maximum of 50 kw effective radiated peak power and an antenna height of 500 ft. above average terrain. Higher antennas, where permitted, can be used but the Commission may require less power in such cases so that coverage will approximate that provided by use of 50 kw power with 500 ft. antenna.

The rules state that metropolitan stations "will not be protected beyond the 5,000 uv/m contour and such stations will be located in such a manner as to insure, insofar as possible, a maximum of television service to all listeners, whether urban or rural."

Maximum Service

The designation of channels made available for television stations, according to the rules, will be revised from time to time depending upon demand for stations. Different channels from those designated may be assigned where it can be shown that public interest will be better served.

Of the 13 channel numbers set aside for television, metropolitan stations may use 12. Community stations are given the exclusive use of channel No. 1 (44-50 mc) but any of the remaining channels may also be used. Of the 17 community stations provided in the allocations, six are assigned the use of channels other than No. 1.

Community stations are restricted by the rules to 1 kw effective radiated peak power with maximum antenna height of 500 ft. above average terrain.

The rules also provide for establishment of rural stations and the availability of channels No. 2 through No. 13 for their use. A special showing must be made to qualify for a rural station, proof being required that the area to be served would be more extensive than that of a metropolitan station and that the additional area is predominantly rural. It must also be shown that use of a channel for a rural station would not interfere with other stations or prevent the assignment of channels for facilities likely to be established.

The rules include classification of stations, allocation of frequencies, administrative procedure, FCC licensing policies, requirements relating to equipment, technicians and station operations.

The Commission's rules specify a 90-day period for equipment tests of new stations and an additional period of not more than 30 days for program tests. Station licenses will be issued for one year, with applications for renewal to be filed 60 days before license expiration.

Requirements

Rules on licensing policies require that no license be issued to a station which has a contract with a network which prevents it from or penalizes it for broadcasting the programs of any other network. Term of affiliation between station and network is limited to two years.

On option time, the rules deny licenses to stations which contract for more than a total of three hours of network programs within each of four segments of the broadcast day. It is further stipulated that options "may not be exclusive as against other network organizations and may not prevent or hinder the station from optioning or selling any or all of the time covered by the option, or other time, to other network organizations."

The right of television stations to reject programs is affirmed in the rules which deny licenses where contracts are entered into which would prevent a station from refusing material it believes to be unsatisfactory or unsuitable or which would hinder it from substituting programs of outstanding local or national interest.

Rules governing network ownership of standard stations are generally applied to television. Rule No. 3.640 provides that control of more than one station will not be permitted except where such ownership would foster competition or provide a distinct service in the public interest.

Television stations, under the rules, cannot use their frequencies merely for sound broadcasting, except for test purposes and in connection with visual transmission. It is required that the aural transmitter of a station "shall not be operated separately from the visual transmitter."

Preview of Clear Channel Hearings Given by FCC to House Subcommittee

BIRD'S EYE view of the clear channel hearings to begin before the FCC in January, as defined to the House Appropriations Subcommittee by the FCC, was made public last week coincident with the introduction in the House of the first Deficiency Appropriations Bill for 1946.

In outlining the weighty volume of work confronting the FCC, Chairman Paul A. Porter took particular note of the clear channel hearings. Pointing out that 24 channels in the standard band now are allocated exclusively to a single licensee for fulltime operation, Chairman Porter added:

"There has been great pressure in the industry and elsewhere, and representations that the designation of clear channel frequencies may not be the most effective use of the frequencies. The suggestion has been made that perhaps there should be duplication in certain instances.

"We feel under a great obligation because of the Congressional mandate to insure the fullest and most effective nationwide radio service. An examination of the maps indicates that about 37% of the area of continental United States does not receive an acceptable radio signal from any source at night."

Commissioner E. K. Jett, former chief engineer, interjected that 57% of the area of the continental United States does not receive an acceptable signal daytime.

Mr. Porter said the Commission is exploring the problem to determine how many more standard stations can be accommodated "not only under existing standards but possibly under new standards." Responding to an inquiry, he said that sparsely populated sections, such as the mountain states, the Southwest and some parts of the South and Southeast are inadequately served. "The map shows great white spots where at night they do not get adequate service and even less in the daytime."

Commissioner Jett pointed out the reference was to primary service and that there is a "fading secondary signal" available at night on the clear channels.

Pratt Elected

HARADEN PRATT, vice-president, Mackay Radio & Telegraph Co., has been elected chairman of the Radio Technical Planning Board, succeeding W. R. G. Baker, vice-president, General Electric Co. Other new officers include: Vice-chairman, Howard S. Frazier, National Assn. of Broadcasters; secretary, Dr. William H. Crew, Institute of Radio Engineers; treasurer, Will Baltin, Television Broadcasters Assn.

MR. BROWN

Brown Quits; Still an Adviser

RESIGNATION of Walter J. Brown, vice-president and general manager of WSPA Spartanburg, as special assistant to the Secretary was announced last Wednesday by Secretary of State Byrnes, but with the understanding that Mr. Brown would be available for special assignments that would not require his full time.

In Washington for the last three years as special assistant to Justice Byrnes while he was "assistant president", serving as Director of Economic Stabilization and of War Mobilization, Mr. Brown will return to the Spartanburg station and to his other interests. He has a 4,000-acre cattle and cotton farm at Thomason, Ga., 100 miles from Spartanburg.

At his news conference last Wednesday, the Secretary formally announced Mr. Brown's resignation, pointing out that he had served in Washington under him for three years during the war.

"He has been of greatest assistance to me in every position he has filled," the Secretary said.

"With deep regret I accept his resignation because I do not feel I should ask him to longer remain away from his business and other work he contemplates. He has promised me, however, that I can call on him for special assignments which will not require his full time. I intend to call upon him."

Mr. Brown attended both the Potsdam and the subsequent postwar conferences in London with Secretary Byrnes. As a special adviser to the Secretary, it is presumed he will be called upon to participate in other matters looking toward settling of the peace.

Donald Russell, Assistant Secretary of State in charge of administration, is part owner of WSPA, along with Mr. Brown. Mr. Russell is a Spartanburg attorney and also was with Secretary Byrnes during his War Mobilization and Economic Stabilization tenures.

Station Franchise Tax Bill Expected

Assessment on Profits Above 25% Invested Is Alternative

LEGISLATION fixing a franchise tax on all stations or a federal assessment on profits above 25% of invested capital is expected to be introduced in the House in the next few weeks, it was learned on Capitol Hill last week.

Determination to present such legislation is understood to have followed hearings before the House Appropriations subcommittee on the 1946 deficiency bill (HR-4805) [BROADCASTING, Nov. 26]. In reporting out the bill last Monday the full committee recommended a slash of 50% in the FCC's request for $785,000, allowing the Commission but $392,500.

Amendment Defeated

Rep. Richard B. Wigglesworth (R-Mass.), who has criticized the FCC on many occasions, introduced an amendment to the bill during debate Wednesday to delete altogether the Commission's deficiency appropriation, but it was defeated by a 100-87 vote. Mr. Wigglesworth charged the FCC was attempting to use the deficiency appropriation for an expansion program, whereas a request for a $6,000,000 appropriation in the 1947 fiscal year has just been filed.

Rep. Clarence Cannon (D-Mo.), Appropriations Committee chairman who urged that the U. S. adopt the British system of Government-owned radio because of commercials on the air, defended the FCC during debate on the Wigglesworth amendment. He asserted that "there have been greater changes, perhaps, in the field of radio than in any other of our modern developments." He echoed the testimony of FCC Chairman Paul A. Porter that FM would eventually replace AM broadcasting, declaring "it is only a question of time before it (FM) renders obsolete every broadcasting station and receiving set in the United States."

"The Commission must meet this and other changing situations," he asserted. "For us to interfere at this time defers action not only on the many questions which come regularly before the Commission, but defers materially a vast industrial and commercial activity which is of the highest importance at this critical time."

Will Slow Down FCC

Chairman Porter had requested the $785,000 to employ 501 additional personnel between now and June 30 to help process the 1500-odd applications now pending. The House late Friday passed the Deficiency Bill, giving FCC $392,500. That will permit hiring only 170 persons, it was learned, and the job of processing applications will be considerably slowed down.

Rep. Cannon told BROADCASTING that the "English system relieves us of advertising interruptions which sometimes are annoying."

"But on the other hand, if we are going to follow the American system," he said, "we should require the broadcasting companies to make some compensation for the use of the channels. There is no reason why the United States should give away natural resources for nothing."

Rep. Cannon said the FCC has been "busily giving away FM channels as fast as they can give them away without securing from Congress permission" to do so. He contended that before the Commission issues any construction permits or licenses for FM stations, Congress should be consulted be-

(*Continued on page 72*)

Radio Testimony Highlights

BY FAR the most informative from the standpoint of broadcasting that Congress has held in a long time, hearings by the House Appropriations subcommittee on Independent Offices on the 1946 Deficiency Bill (HR-4805) in late October developed some testimony of importance to radio, it was disclosed with release last week of the testimony. Although the hearings were on the necessity of granting the FCC $785,000 for sufficient personnel to process more than 1,500 applications, most of the discussion had to do with overall broadcasting developments. Following are some of the pertinent developments:

REP. CANNON (D-Mo.), Appropriations chairman, after FCC Chairman Paul A. Porter had outlined anticipated expansion in the communications field, commented: "We cannot afford to anticipate these developments, or any of their requirements. . . . We do not want to interfere with these developments. We would rather keep abreast of progress than to lag behind it, so we want to provide in this appropriation as nearly as we can merely for your current needs. There is some impression that you are reaching out into fields of questionable jurisdiction." Replied Mr. Porter: "We will be the bottleneck on this development unless we can move all of these applications—get these basic policies determined, and I think that there are hundreds of thousands of jobs involved. . . . We just do not have the personnel to do the essential things without branching out into fields where we have no business."

* * *

ON STATION profits, Rep. Ludlow (D-Ind.) wanted to know the highest profit made by a station. Mr. Porter said WLW Cincinnati was the most profitable to his knowledge. In 1944, he recalled, WLW showed a gross income of $4,000,000 and earned about $2,800,000 before Federal taxes.

* * *

ON NEWSPAPER ownership Chairman Porter said in excess of 200 newspapers own stations. When Rep. Rabaut (D-Mich.) questioned him as to the propriety of newspaper ownership, Mr. Porter said a number of conservative newspapermen reluctant in the early days to "get their feet wet" have now discovered that stations "are more profitable than their newspapers". "It seems to me," he added, "having run a small-town newspaper myself, when a radio station in a community say, of 25,000 or less has to split the advertising revenue between the independent newspaper and independent radio station, you have a very mediocre radio station in that field."

* * *

WHAT Chairman Porter told the Committee about the hold, if any, of the networks on independent stations will never be known—at least officially. It was all off the record, but recorded questions by Rep. Rabaut indicated a keen interest on his part about "local stations yielding so much of their time to the national broadcasts". Mr. Porter expressed the view that "the opportunities for local expression have been limited . . . to a great degree by the practices of the networks because of the high level of economic activity, and I think also the tax laws are a factor in connection with national advertisers, in permitting them to charge off as a business expense this charge for advertising." Said Rep. Rabaut: "We will be glad to have some information . . . off the record, because I think it is one of the abuses and will probably call for vengeance some day."

* * *

WESTERN UNION plans to replace all lines with radio relays eventually, Mr. Porter told the Committee.

* * *

ON THE BASIS of present estimates the FCC will need $6,700,000 annually for its budget, Chairman Porter revealed. Total employment would be about 1,700. On June 30, 1940, the FCC had 625 employes and on Oct. 9 this year the number was 1,165.

Trend to FM

RADIO is steering rapidly in the direction of FM, FCC Chairman Paul A. Porter told the House Appropriations subcommittee during testimony Oct. 22 on the 1946 Deficiency Bill, it was revealed last week when the Bill was reported. "It is my opinion," said Mr. Porter, "that within the next three years we will have upward of 1,000 FM stations on the air. There will be a dual system for some time but, ultimately, I think that most of us believe that this FM is a superior service and will entirely supplant AM except for your rural coverage where there will be high-power AM stations giving rural areas their broadcast service."

TRANSMITTER RULES CANCELLED BY FCC

CANCELLATION of FCC Orders 99 through 99-B and 101, which required registration of all unlicensed transmitters and transmitters of amateur licensees, other than those held by manufacturers or dealers, was announced Thursday by the Commission.

Under the wartime measures, holders of such equipment were required to register it with the Commission and to report changes in possession. In addition, manufacturers and dealers were required to submit various reports to the FCC on equipment on hand and disposal of it.

The FCC public notice announcing cancellation of 99-99-B and 101, noted that requirements under Orders 96 through 96-C with respect to registration of diathermy equipment are not affected. Neither does cancellation of the registration orders affect the requirement that any operation of transmitters must be pursuant to proper license issued by the Commission.

White Heads NEMA

R. L. WHITE, president of Landers, Frary & Clark, New Britain, Conn., has been elected president of the National Electrical Manufacturers Assn. R. S. Edwards, Edwards & Co., Norwalk, Conn., was elected treasurer and the following vice-presidents were chosen: W. C. Johnson, Allis-Chalmers Mfg. Co., Milwaukee; R. W. Turnbull, Edison General Electric Appliance Co., Chicago; H. E. Blood, Norge Division, Borg-Warner Corp., Detroit; J. K. Johnston, National Vulcanized Fibre Co., Wilmington, Del., and Everett Morss, Simplex Wire & Cable Co., Cambridge, Mass.

AFRA Orders Weatherman to Join

St. Louis Local Informs KSD That Official Must Have Card

AFRA has demanded that a government official must take out a union card if he is to be heard on the air.

The official is Harry F. Wahlgren, chief of the St. Louis Weather Bureau. Mr. Wahlgren is heard on KSD St. Louis in a daily four to five-minute weather resume.

Notice was sent to KSD by the board of directors of the St. Louis AFRA local that Mr. Wahlgren should join the union if he is to broadcast.

George M. Burbach, manager of KSD, admitted he had received such a notice from AFRA but said no decision had been reached pending further study of the notice.

KSD has been broadcasting personal reports by the local Weather Bureau chief for more than a decade. Reports were dropped during the war but were resumed several weeks ago, with Mr. Wahlgren as the voice of the Weather Bureau.

Should AFRA succeed in putting over its St. Louis demand, it is felt in broadcasting circles, the idea might be extended indefinitely. Higher officials all the way up to the President might be required to join the union if they go on the air with public service programs. Included also could be candidates for public office, educators, ministers—in fact every person or group could be required to hold an AFRA card before going on the air.

HERE are the men who direct the operations of the new Broadcast Branch of the FCC Engineering Dept., which was reorganized last week to provide for expansion in radio and other communication industries. Left to right: Curtis B. Plummer, acting chief, Television Division; James A. Barr, acting chief, Standard Broadcast Division; John A. Willoughby, FCC assistant chief engineer and director of the Branch; Cyril M. Braum, acting chief, FM Division.

Strike Aired

FIRST public discussion of issues in a strike of union bus drivers in Tulsa was aired over KVOO Tulsa when Ken Miller, news editor, persuaded company and union representatives to make exclusive joint statements as part of regular news broadcast. During broadcast, union offered a compromise proposal which was discussed extemporaneously on the air and rejected by the company. Both sides had been negotiating for three days. Scores of listeners telephoned KVOO that the program was the first complete presentation they had seen or heard since the strike halted all bus service in the city. The discussion was part of Editor Miller's plan to bring actual participants in outstanding news events together on regular news programs.

FCC Engineering Department Reorganized in Three Divisions

REORGANIZATION of its Engineering Dept., with the Broadcast Division enlarged to a Branch to handle the heavy increase in applications, was announced last week by the FCC.

Headed by John A. Willoughby, the new Broadcast Branch will consist of separate divisions for standard, FM and television. Named as acting chiefs for the three divisions were James A. Barr, Standard Broadcast Division; Cyril M. Braum, FM Division; Curtis B. Plummer, Television Division.

George P. Adair, FCC Chief Engineer, said the "unprecedented expansion" in all fields of electrical communications is throwing a tremendous burden on the Engineerig Dept. and processing of applications is being retarded by lack of personnel. Broadcast applications for commercial facilities now total 1,523 and similar expansion is taking place in other communications, it was noted.

Besides the Broadcast Branch, the Engineering Dept. includes the Field and Research Branch consisting of the Field and Monitoring Division, Technical Information Division, Frequency Allocation Division and Laboratory Division; Safety and Special Services Branch comprising Marine and General Mobile Division, Aviation Division, and Emergency and Miscellaneous Division; and Common Carrier Branch which includes the Domestic Division, International Division, Rate Division and Field Division.

Delta Network Formed

TWO STATIONS in the Mississippi Delta region, WROX Clarksdale, Miss., and KFFA Helena, Ark., have linked together to form the Delta Network. Lines are being maintained between the two. First client is Interstate Grocery Co. of Helena, Ark., who has purchased *King Biscuit Time* program, 12:15-12:30 p.m., Monday-Friday. Both stations are affiliated with Mutual. In addition, WROX is a member of the Mid-South Network.

WE Strike Vote

EMPLOYES of Western Electric Co. in the New York area authorized their union, Western Electric Employes Assn., to call a strike against the company by a vote of 11,069 to 637. Union executives said, however, that no strike call will be issued until after a meeting of affiliates of the National Federation of Telephone Workers to be held this week in Milwaukee, at which a national wage policy is to be worked out. Union has demanded 30% wage increase and rejected the company's offer of a 15% raise.

ACLU Backs World Freedom of Air

"THE ABOLITION of monopolistic and restrictive practices in press, radio and motion pictures, which curtail the rights of the public to freely read, see and listen," was adopted as one of the long-range programs to receive the support of the American Civil Liberties Union at a conference Nov. 24 in celebration of the Union's 25th anniversary.

Meeting also pledged ACLU support to "the development of freedom of communication by press, radio and movies throughout the world." As a means of speeding achievement of this goal a session of the conference on international civil liberties urged the organization to use its influence to have the State Department call an international meeting on this subject, without waiting for the perfection of the United Nations Organization which will eventually deal with it.

A proposal that the broadcasters in each community might set up a committee of leading citizens representing the major groups of the community to decide on the "right of reply" in instances of requests for time to answer alleged attacks made on the air was advanced by Milton Stewart, of the Commission on Freedom of the Press, at a morning session on "Freedom of Press, Radio and Motion Pictures". Such a group could decide on the merit of the request impartially, he said, satisfying the asker and relieving the station manager of the responsibility of the decision.

Stewart Interested

Mr. Stewart admitted a personal interest in the subject, as he was refused time to answer an attack allegedly made on him by Fulton Lewis jr. on Mutual because of an article Mr. Stewart had written on the WHKC case. Because of the refusal of WOL Washington, station originating Mr. Lewis' broadcast, to grant him time for an answer, Mr. Stewart said that he has filed a petition with the FCC opposing a renewal of the station's license.

Clifford J. Durr, FCC Commissioner, said he was not advocating any new radio legislation at this time, stating that the present communications law has few defects that can't be remedied by vigorous prosecution and that the Commission has all the power it needs to insure broadcasting in the public interest. If he were advocating any changes in the present law, he said, he might propose legislation giving the broadcaster immunity from libel or slander included in statements made by others using the broadcaster's facilities but over whom he has no control. Mr. Durr added that he might also suggest legislation that would give the FCC licensing power over the networks. This, he stated, might provide more true freedom for the individual station operator who is now sometimes caught between the policies of the FCC and the networks.

A. D. (Jess) Willard Jr., executive vice-president of the NAB, said that like Commissioner Durr the NAB is not sponsoring any legislation at this time. However, he declared, broadcasters are concerned about a tendency to consider them as common carriers who

(*Continued on page 70*)

RMA Is to Prepare Relay Standards

Proposed Rules for Ultra-High Frequency Stations Planned

PROPOSED standards for ultra-high frequency relay stations to feed unattended satellite broadcast stations will be written Dec. 11-12 at a meeting of the Radio Manufacturers Assn. Subcommittee on Satellite Transmitters, to be held at the Hotel Philadelphian, Philadelphia.

Behind the satellite project is the belief among transmitter engineers that hundreds, or perhaps thousands, of unattended transmitters can be used to fill gaps in service areas of present standard AM stations, enable low-powered stations to cover large metropolitan areas and eventually permit shadow-free service by FM outlets [BROADCASTING, Oct. 1].

Relay stations to feed these satellites would operate above 1,000 mc, either AM or FM, and would be based on equipment developed for the military during the war. Engineers familiar with these transmitters will attend the Philadelpia meeting.

After proposed standards are drawn for the relay transmitter equipment the RMA subcommittee plans to have them tried out experimentally. When experience has been accumulated, the subcommittee will submit finally-adopted standards to the FCC.

First day of the subcommittee meeting will be taken up with ultra-high frequency techniques. Proposed standards will be written on the second day.

Engineers believe it will be possible to operate AM and FM stations jointly, and link them to any number of AM and FM satellites by a combination relay transmitting unit.

Chairman of the RMA subcommittee is Howard S. Frazier, NAB Director of Engineering. Companies to be represented at the meeting are General Electric Co., Westinghouse Radio Corp., Western Electric Co., RCA, Federal Telephone & Radio Corp., Commercial Radio Equipment Co. and Paul F. Godley Co.

British Plan Opposed

PLAN of the Labor government in Great Britain to nationalize cable and radio communications into one system is opposed by Cable & Wireless Ltd., holding company now operating the facilities. The government has a substantial investment in the company, created in 1929 by arrangement with Empire governments. Nationalization was recommended early this year at the Commonwealth Telecommunications Conference. Cable & Wireless Ltd. argues the plan is inimical to all Empire people and to all telecommunications users, impracticable and unworkable, and dangerous to foreign concessions.

Campaign Is on To Defeat Wood Bill

Un-American Committee Dissolution Also Is Sought

AN ORGANIZED campaign to defeat the Wood Bill (HR-4775) to control radio commentators [BROADCASTING, Nov. 26] got underway last week when representatives of 13 organizations met in Washington to protest the legislation.

Spearheaded by Rep. Ellis E. Patterson (D-Cal.), the groups also plan to seek dissolution of the House Committee on Un-American Activities, alleging that the Committee seeks to suppress freedom of speech on the air.

CIO Opposition

Philip Murray, CIO president, in a letter to Rep. Clarence F. Lea (D-Cal.), chairman of the House Interstate & Foreign Commerce Committee, declared his organization was "unalterably opposed to any step that would require an invasion of the rights of radio commentators as citizens."

"As representative of more than 6,000,000 Americans, who share with other Americans the ownership of the air frequencies and who have therefore a share in the responsibility which is owed by the radio industry to the public, the CIO is most anxious to present its views on these issues before your committee and before other responsible public bodies," wrote Mr. Murray. He requested that the CIO be granted time to testify on the bill.

American Federation of Radio Artists, on Nov. 16, telegraphed protests to members of the Un-American Committee after scripts of seven commentators had been requested, it was disclosed last Tuesday when Rep. Patterson inserted in the *Congressional Record* a telegram signed by the National Board, AFRA, by Emily Holt, national executive secretary, and George Heller, associate secretary and treasurer.

In the telegram to Rep. John S. Wood (D-Ga.), Un-American Committee chairman and sponsor of the legislation, AFRA said it spoke for 19,000 members who were "shocked at the violation of the right of free speech and the unconstitutional exercise of censorship by the majority action of your committee in demanding certain radio scripts from designated radio artists who have exercised their legitimate right of employment in broadcasting over stations and networks in this country."

Threat to Freedom

The telegram charged the Committee's demands for scripts were "tantamount to the star chamber proceedings which were outlawed by the Bill of Rights". In certain instances the action "threatened the livelihood of American citizens who are privileged to speak as all citizens are in open meeting, on the air, or in the press without fear or favor of censorship," the AFRA wire stated.

"In our opinion your action transgresses the boundaries of Congressional privileges and by selecting a few named individuals out of the many artists who broadcast news, commentation and analysis to the American public, you editorialize the entire field and by your action stigmatize those few whose scripts you demand."

In a wire to Rep. Patterson AFRA pledged its support in "seeking dissolution of the House Committee on Un-American Activities" and assured the Californian "we are grateful for your effort toward this objective and assure you that you are faithfully portraying the real desires of the American citizen."

CIO President Murray advised Rep. Lea: "The CIO, which has frequently been the victim of utterly unfair and biased radio interpretation, is unalterably opposed to attempts to censor or gag radio broadcasts. Our experience with such attempted gags as have been applied by radio stations in the past has led us to this policy, which we propose to maintain now and in the future."

John W. Vandercook, NBC commentator and vice-president of the Assn. of Radio News Analysts, said the Wood Bill was a "perfectly obvious attempt to impose censorship on commentators and as such the members of the Association are unanimously opposed to the measure. It is the clearest denial to the right of free speech and press. Most objectionable is the measure obviously in Section 3 which is an offhand threat to impose a set of rules governing opinionated broadcasts, those rules not having been specified."

H. V. Kaltenborn, NBC commentator, said: "The FCC, operating under the radio law, is the proper body to deal with radio commentators. The Wood Bill has been introduced by the chairman of the House Committee on Un-American Activities. Its very name makes this a smear committee. I, together with every other responsible commentator, resent the fact that it tries to smear some of my fellow commentators by calling for their scripts. Congressman Wood wrote me soon after he took over the chairmanship of this committee and asked how it could best serve the country. I replied that the best service it could perform was to cease functioning. I am more than ever convinced that I was right. It is now seeking to translate unnecessary and unintelligent censorship into law. I am convinced that there is too much good sense among the members of the Interstate Commerce Committee to per-

(*Continued on page 71*)

First Retail Radio Set Price Ceilings Issued by OPA; 100,000 to Be Available

FIRST RETAIL set price ceilings on postwar models have been issued by the Office of Price Administration to three firms for six table-type receivers, it was disclosed last week. At the same time latest estimates placed the number of sets available for the Christmas trade at less than 100,000.

Ernest W. Heilman, price executive, Housewares & Accessories Price Branch, OPA, in notifying regional price executives of the ceilings on the radios and 19 portable phonograph models, said his office would issue weekly reports on prices allowed. First ceilings, dated Nov. 23 but not released by OPA until last week, were granted the Crosley Corp., Cincinnati, for a 5-tube table model; the Noblitt-Sparks Industries, Columbus, Ind., for three portables, and Trav-Ler Karenola Radio & Telev. Corp., Chicago, for two table models. Ceilings also were issued to 15 manufacturers for the 19 phonograph models.

Despite efforts to get production moving in time for Christmas sales, all hope of large-scale production for the holidays has been abandoned. Radio Mfrs. Assn., in its weekly bulletin last week, directed attention of its members to the fact that OPA didn't issue its first radio set ceilings until three months after V-J Day and just a month before Christmas. Prices still have to be given to scores of manufacturers, making it impossible for them to have anything but a trickle of sets on dealers' shelves for some time.

War Production Board, shortly after V-J Day, estimated that three to four million receivers would be on the market by Christmas and that a goodly portion of those would be FM sets. As time dragged on and the OPA still hadn't issued ceilings, the estimate was cut to one million, then to 500,000. Now a survey of the manufacturing industry indicates that less than 100,000 sets will be priced and on dealers' shelves in time for the holiday trade.

Industry blames OPA for the

(*Continued on page 71*)

Married Woman

Natives do it better. They have a way of putting labels on people and things that define, describe, fit and identify.

She's a coastal Zulu from South Africa in that picture. She's married. She wears the kind of headdress that proves it.

We have no such sure identification of radio stations. None of the call letters say, "We're married to our audience." Too bad.

That's the reason a little station like W-I-T-H, the successful independent in the sixth largest city, has to run ads telling you:

W-I-T-H delivers more listeners - per - dollar - spent than any other station in this big five-radio-station town.

And that's a fact.

W·I·T·H

BALTIMORE, MD.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

We called the shot!*

•

WKY's

Antenna System Conceived and Designed by

Glenn D. Gillett & Associates

Consulting Radio Engineers
Washington, D. C.

•

*Independently measured performance within 1% of design prediction

Lea Bill Approved In General by FCC

Strong Lobby Out to Defeat Anti-Petrillo Measure

APPROVAL of the Lea Bill (HR-4737) to curb the inroads of James Caesar Petrillo and his American Federation of Musicians in broadcasting has been given the House Interstate & Foreign Commerce Committee by the FCC, Rep. Clarence F. Lea (D-Cal.), Committee chairman and the bill's author, announced Friday.

Without comment on its constitutionality or other legal phases, the Commission wrote the Committee giving its endorsement to the general purpose of the bill, said Rep. Lea. Meanwhile the Committee met last week to discuss the measure [BROADCASTING, Nov. 26]. Although no action was taken it is understood some Committee members thought a change in language might be beneficial. A favorable report is expected in a fortnight.

So far no protests have been received by the Committee from the AFM, Mr. Lea said, although it was understood that a strong lobby against the bill already is being conducted. With the Committee in a mood to favorably report the bill, opponents are said to be working quietly, buttonholing various Congressmen and urging its defeat on the floor.

Rep. Lea was to leave Monday for Paris on the preview flight of the TWA's new Washington-Paris airline, returning in about two weeks. He said Friday he hoped to report the bill out on his return.

HR-4737 would make it a felony, punishable by $5,000 fine or two years' imprisonment or both, to force broadcasters to hire more personnel than necessary, compel them to pay tribute for use of transcriptions, and interfere with the broadcast of cultural and educational programs where musicians contribute their services.

RADIO MAKERS PLAN PART IN OPA PROBE

RADIO SET and parts manufacturers are expected to appear before the Senate Small Business Committee when hearings get underway Tuesday, Dec. 4 to investigate the Office of Price Administration, it was learned Friday. Radio Mfrs. Assn. does not contemplate appearing as an organization unless members request it, but several members will appear as individual firms.

Sen. James E. Murray (D-Mont.) committee chairman, announced Thursday that his committee will start an "extensive investigation of OPA price policies and their effects on small business" on Tuesday with Price Administrator Chester Bowles the first witness. The Committee has received hundreds of letters and telegrams from various segments of small business protesting certain OPA price regulations and trade restrictions, price problems that have arisen in new and reconverting industries, and, in particular, the basic cost-absorption policy, said Sen. Murray. Sen. Tom Stewart (D-Tenn.) and Sen. Kenneth S. Wherry (R-Neb.), members of the complaint subcommittee, "agree with me that a broader approach to the overall problem is desired," said Chairman Murray.

Sen. Homer E. Capehart (R-Ind.) for months has led a virtual one-man campaign in the Senate to investigate OPA, following scores of complaints from manufacturers. Sen. Capehart returned to his office on a parttime basis last week, following an automobile accident in which he suffered a crushed ankle and numerous lacerations and bruises.

AP Amends Membership Rules; Stations Can Now Be Associates

THE BOARD of Directors of the Associated Press will recommend to the news service organization acceptance of broadcasting stations as associate members.

The action was taken Nov. 28 at a meeting in New York.

Under the amended by-laws, associate membership in AP is open to other classes of users of news than newspapers, with individual members of such groups being eligible for election into AP after the group as a whole has been approved by the AP membership.

Associate members may not vote nor the representatives of associate members hold office, nor are they entitled to share in the assets of AP.

Amendments designed to put the Associated Press by-laws into conformity with the Supreme Court ruling that admission of new members should in no way be influenced by the competitive effect of such admission on existing members were approved Wednesday by a special AP membership meeting called for that purpose. Meeting, held at the Waldorf-Astoria, New York, was unanimous in approving the amendments in their entirety, although some of the individual clauses were passed with obvious reluctance and only after John Cahill, of the association's counsel, informed the gathering that failure to accept the Government ruling would lead to extended and costly litigation which probably would not change things, anyway.

Technically, action of the meeting was a recommendation to the board of directors, who would subsequently formally adopt the amended by-laws as official for the AP. Counsel for the organization will immediately take steps toward the removal of the Dept. of Justice injunctions from AP. A motion for consideration of an appeal to Congress to revise the anti-trust laws so as to permit the AP to resume what was termed "proper control" over applications for membership was ruled out of order since it had not been included in the agenda of the special meeting. Its proposer, Col. Robert R. McCormick *Chicago Tribune* (WGN), indicated that he would bring it up again at the regular membership meeting next April.

Membership voted to accept the applications for membership of Marshall Field, *Chicago Sun* (WJJD); Hearst Publications *Oakland Post-Enquirer;* Eleanor Medill Patterson, *Washington Times-Herald;* Times Publishing Co., *Detroit Times.* All were for full membership except that of Mr. Field, who applied for associate membership because contractual arrangements with United Press, made when he had been refused AP membership, prohibit his meeting the AP provision that all the paper's local news be turned over to AP nationally.

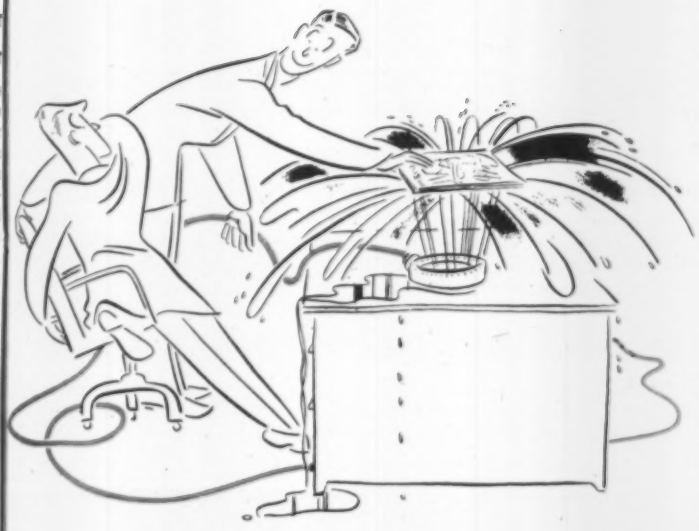
Richardson and Pryor Aboard Lockheed Liner

TWO NETWORK representatives were to be aboard the TWA *Paris Sky Chief*, new 300-mile-an-hour Lockheed Luxury Liner, Monday on a preview flight from Washington to Paris, inaugurating a new 17-hour service. Plane was scheduled to be christened at Washington National Airport at 2 p.m. by Mme. Henri Bonnet, wife of the French Ambassador to the U. S., with takeoff scheduled for 2:30 p.m. Passenger guests of TWA were to be: Stanley Richardson, London manager of NBC; Don Pryor, CBS commentator; Reps. Clarence F. Lea (D-Cal.), chairman of House Interstate & Foreign Commerce Committee, and Clarence Cannon (D-Mo.), chairman of Appropriations Committee; Sidney Maestre president, Mississippi Valley Trust Co., St. Louis; Postmaster General Hannegan; Gael Sullivan, Chicago second assistant postmaster general; W. A. M. Burden, assistant Secretary of Commerce; Francis Lacoste, minister plenipotentiary of France; Sean Nunan, counselor Irish embassy; A. S. Koch, CAA; Henri Lesieur, Air France; Venice Willicombe, INS; Larry Hauck, AP; Thomas Cluck, UP.

RADIO DEPARTMENT FOR MARCH OF DIMES

NATIONAL RADIO department of the National Foundation for Infantile Paralysis for the 1946 March of Dimes drive has been organized with a complete schedule of national radio activities, according to an announcement by Howard J. London, national radio director. George Brengel, recently with American, will be supervisor

See? We squashed the skywave like this!



NOT until recently did any but engineers know or care that far too much of a station's power was being wasted in useless and objectionable skywaves, and even the engineers didn't think there was much to be done about it.

That was before WKY proved that an antenna could be designed and built to squash down skywaves and concentrate them along the ground.

The "pancake" radiation pattern produced by WKY's revolutionary 915-foot Franklin double half-wave antenna has increased signal intensity 58.5% over conventional quarter-wave efficiency at one mile. The intensified ground wave has materially increased WKY's effective coverage and, because of the extremely low angle of radiation, the "fading zone" caused by interference of ground and reflected skywaves has been eliminated.

To advertisers this all has a very simple and important meaning: WKY, always the station to which most Oklahomans listened most, is reaching more potential customers today than ever before.

WKY

Oklahoma City

915 FEET HIGH AND MORE THAN A MILLION LISTENERS WIDE

OWNED AND OPERATED BY OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times — The Farmer-Stockman—
KVOR, Colorado Springs—KLZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY

Made for the job

A compass is designed to do its particular job—quickly and properly. In radio there are many programs designed to do a job . . . but outstanding, of course, is **Fulton Lewis jr.**— "America's No. 1 Cooperative Program." Time buyers who are sponsoring Lewis on 184 stations, recognize in him a real "sales tool" that builds audiences and creates sales.

A few choice cities are available at once. Please write, phone or wire to—

Cooperative Program Department
MUTUAL BROADCASTING SYSTEM
1440 Broadway, New York 18, N. Y.

ANA Officers and Directors

OFFICERS and directors of the Assn. of National Advertisers, shown above after elections at the annual meeting in New York, include (l to r, seated) T. H. Young, U. S. Rubber Co., ANA vice-chairman; Paul S. Ellison, Sylvania Electric Products Inc., chairman; William C. Connolly, S. C. Johnson & Son Inc., vice-chairman; Charles C. Carr, Aluminum Co. of America, retiring chairman. Standing (l to r) are E. T. Batchelder, secretary; Paul B. West, president; and the following directors: D. B. Stetler, Standard Brands Inc.; F. S. Ennis, "America Fore" Insurance & Indemnity Group; J. F. Apsey Jr., Black & Decker Mfg. Co.; D. H. Odell, General Motors Corp.; Ralph Winslow, Koppers Co.; W. B. Potter, Eastman Kodak Co.; H. J. Henry, Johnson & Johnson.

Importance of Video in Home Entertainment Seen by Porter

TELEVISION eventually will become the principal form of entertainment in the American household.

That view was expressed by FCC Chairman Paul A. Porter before the House Appropriations Subcommittee on Independent Offices Oct. 22 during hearings on the 1946 Deficiency Bill (HR-4805), it was revealed last week when hearing records were released.

Mr. Porter said studies had led him to believe that in 10 years television will be a "commonplace service" in most of the larger areas and in another 10 years "you will probably have very severe competition with the motion picture industry". The film people are "very much concerned," he added.

"There are millions of people who go to the movie houses each week," he continued. "If you have a good, clear entertainment at home where you can sit down in the comfort of your armchair and be diverted for a period of an hour or so, it is going to have an impact. It is my personal view that television is going ultimately to become the principal form of entertainment."

But getting into television will be a costly investment, according to the FCC chairman. He told the Committee that in a city like Indianapolis the initial cost would be about $200,000, and for film and outside pickups (with mobile unit) another $50,000 should be added. "If these applicants in Indianapolis are prepared to spend upward of $500,000 over the next several years in capital costs and development, I think they may succeed," he said.

Commissioner E. K. Jett pointed out it is only through TV that sports such as football and baseball games may be seen and in that respect television will have considerable appeal. He expressed the view that at the outset "for perhaps the next two years" some stations will run continuous shows on television "such as you may find in movie houses". Unless such programming is allowed while there is a limited number of receivers in the hands of the public, "it would cost too much money to program a station fulltime," said Mr. Jett.

He explained the difference between "downstairs" and "upstairs" television, said the question of relative definition of the two systems "could be debated for a long time". He expressed the opinion that picture quality changes with the viewing distance from the screen, much as it does in a motion picture theater.

"For example a high quality 1,000 lines per frame will look very good when you are close to it as compared with the 525-line picture," he explained. "However, if you sit far enough back from the 525-line picture the quality is about as good as the 1,000-line picture."

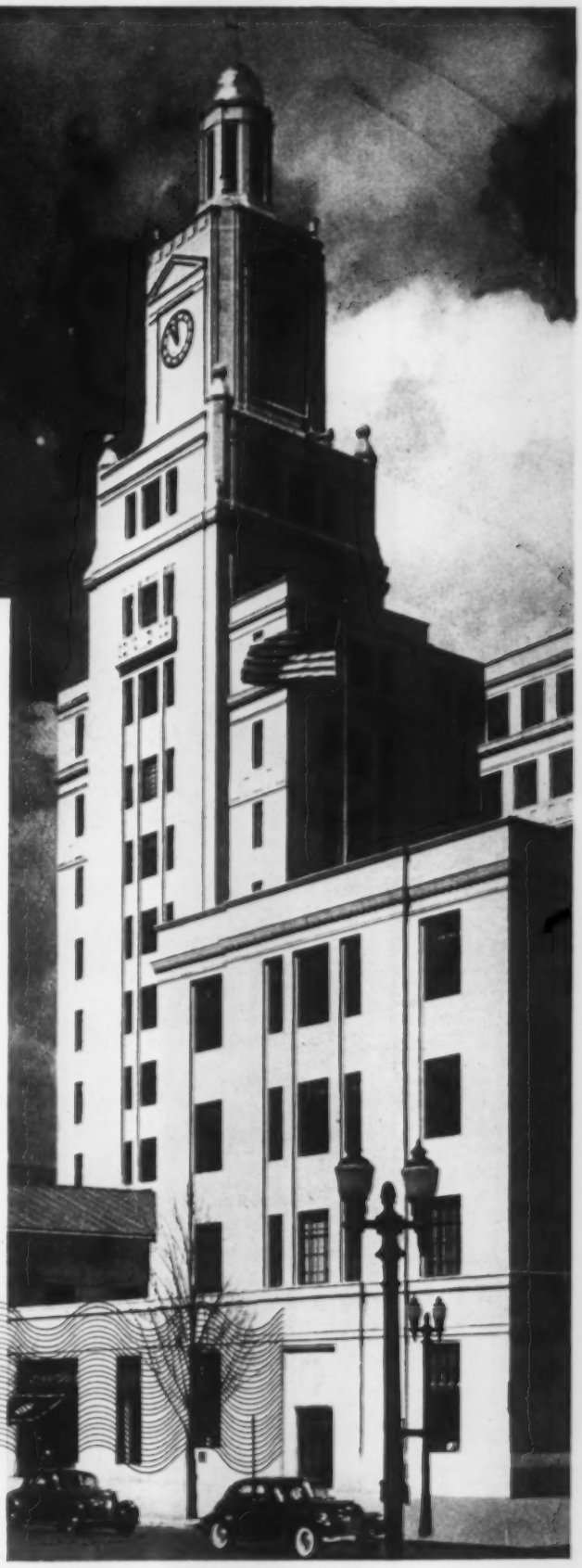
John W. Sturdivant

JOHN W. STURDIVANT, 75, vice-president of Erwin, Wasey & Co., New York, died Nov. 25 at his home in New York after an illness of several months. He was associated with the agency for twenty-seven years. Surviving are his wife, Mrs. Alice Barton Sturdivant; a daughter and son.

NBC has printed in booklet form the statement made Oct. 11 by Niles Trammell, president, before the FCC on rules and regulations for commercial television stations. Booklet bears the title "Television Is Ready to Go".

WCOP

to move to Boston's newest and finest broadcasting studios.



WCOP, Boston's most progressive radio station will soon be moving into Boston's most modern building.

We need this new home. As a Cowles station, we are growing so rapidly that our old quarters are breaking out at the seams.

So we're getting ready to set up shop in the New England Mutual Life Insurance Building.

It's a brand-new, air-conditioned building. Newly designed ultra-modern studios now under construction will be a worthy home for the leading network and local programs which are zooming WCOP to leadership in New England radio.

If you're a Bostonian, you'll know this new location: it was Boston's famous Red Cross Blood Donor Center during the war. If you're not a Bostonian, you'll have no trouble finding us when we move. It's the most imposing building in town.

WCOP Boston

A **Cowles** Station
Exclusive American Broadcasting Company Outlet in Boston

Award Committee

REPRESENTATIVES of radio advertising and marketing will serve as members of the committee on National Radio Awards for 1945 to be granted in conjunction with the second annual Radio and Business Conference sponsored by the City College School of Business and Civic Administration, New York. Judges serving on awards committee include Reginald Clough, editor, *Tide;* E. W. Davidson, director of customer relations, *Sales Management;* Lou Frankel, radio editor, *Billboard;* Lawrence Hughes, New York editor, *Advertising Age;* Eldridge Peterson, managing editor, *Printers' Ink;* Bruce Robertson, New York editor, BROADCASTING; George Rosen, radio editor, *Variety;* and M. H. Shapiro, managing editor, *Radio Daily.*

Video Display, Telecast Bout Seen at Marketing Forum Meet

PRECEDED by a display of television progress supplied by RCA and topped off by a telecast of the featured fight from the St. Nicholas Arena, received on a number of RCA video receivers, the final session of the First National Marketing Forum, presented by the Sales Executives Club of New York in cooperation with the Advertising Federation of America and the National Federation of Sales Executives, was held Monday in the Waldorf-Astoria, New York.

Charles Luckman, president, Pepsodent division of Lever Brothers Co., speaking at the opening luncheon session, cited the situation of his company 10 years ago, when only the power of *Amos 'n' Andy* kept going a faulty sales and merchandising set-up, as proof of the power of advertising to bring success to an unrenovated business. But the same advertising appropriation after the company's house had been put in order produced 3.2 times as many sales, he said. He urged the perfection of present products before work is started on new postwar products, stating that tomorrow's jam will be valueless if today's bread and butter are not protected first.

The four major tasks of postwar selling and advertising were listed by Clarence Francis, chairman of the board, General Foods, as rebuilding markets, introducing and establishing new products, lifting public demand for goods to new levels and producing an understanding of the American economy and how it works. Asking his audience to compare the standards of living "of those nations where advertising is a free and accepted institution" with standards of nations "where advertising has not been free to create that divine discontent," he said: "You will agree that there seems to be a direct relation between advertising and the standard of living."

Declaring that distribution costs are not too high but too low "if we would provide full employment, maintain comparable wage rates, safeguard against business failure and preserve the American way of life," Don Belding, chairman of the board, Foote, Cone & Belding, stated that it is up to advertising to sell this idea to the American people. He advocated that the AFA or the Advertising Council launch a nationwide campaign toward this end, stating that work along this line is already under way on the Pacific Coast.

Blames Manufacturers

John W. Snyder, director of War Mobilization and Reconversion, reported that the nation's armed forces, which have been taking the major share of all our manufactured products, will have reduced their demands to about 10% by the end of the year. He sharply denounced manufacturers who are holding up distribution to wait for a more favorable tax situation next year, pointing out that "damming up the flow of goods is increasing the pressure against the controls that protect us from the threat of inflation, which is to no one's interest."

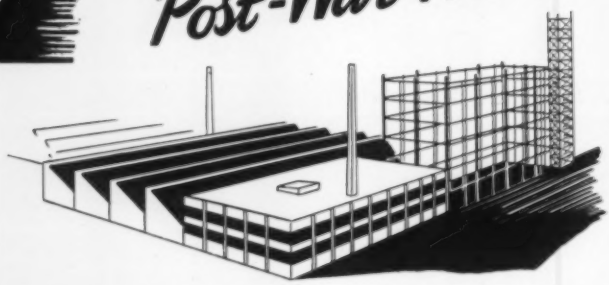
Mr. Snyder spoke at the dinner meeting, presided over by Bruce Barton, president, BBDO, at which the Mutual quiz show, *The Better Half*, was presented with guests as participants. Joseph M. Dawson, AFA chairman, presided at the luncheon session. J. Penfield Seiberling, president, Seiberling Rubber Co., chairmanned the afternoon session, which was also addressed by George S. Jones Jr., NFSE president, and Robert M. Hanes, former president, American Banking Assn.

Mass to Be Aired

PORTIONS of a Solemn Pontifical Mass at Pearl Harbor for men and women who died in Jap attack and in war years since will be broadcast on CBS Dec. 7, 3:45-4 p.m. Broadcast will open with talk by Bishop James J. Sweeney, Catholic bishop of Honolulu, who will be followed by 100-voice choir of Kaneohe Naval Air Station.

WKBB
Delivers the Listeners in DUBUQUE
Iowa's Fastest Growing City

Cover Iowa's Booming Post-War Market



with Dubuque's Favorite Station!

Employment in Dubuque is higher today than during the wartime peak. New factories and post-war expansion of present plants are combining to increase Dubuque's population and employment.

Dubuque, the oldest city in Iowa, which boasts a 98.8% native born white population, is forging ahead in the industrial field with such speed that the entire Iowa market picture has changed. Dubuque is a post-war "must" in your Iowa advertising plans.

You can reach this constantly growing market for the sale of your product through WKBB . . . the favorite station for Dubuque radio listeners . . . morning, noon and night.

James D. Carpenter—Executive Vice President
Represented by—Howard H. Wilson Co.

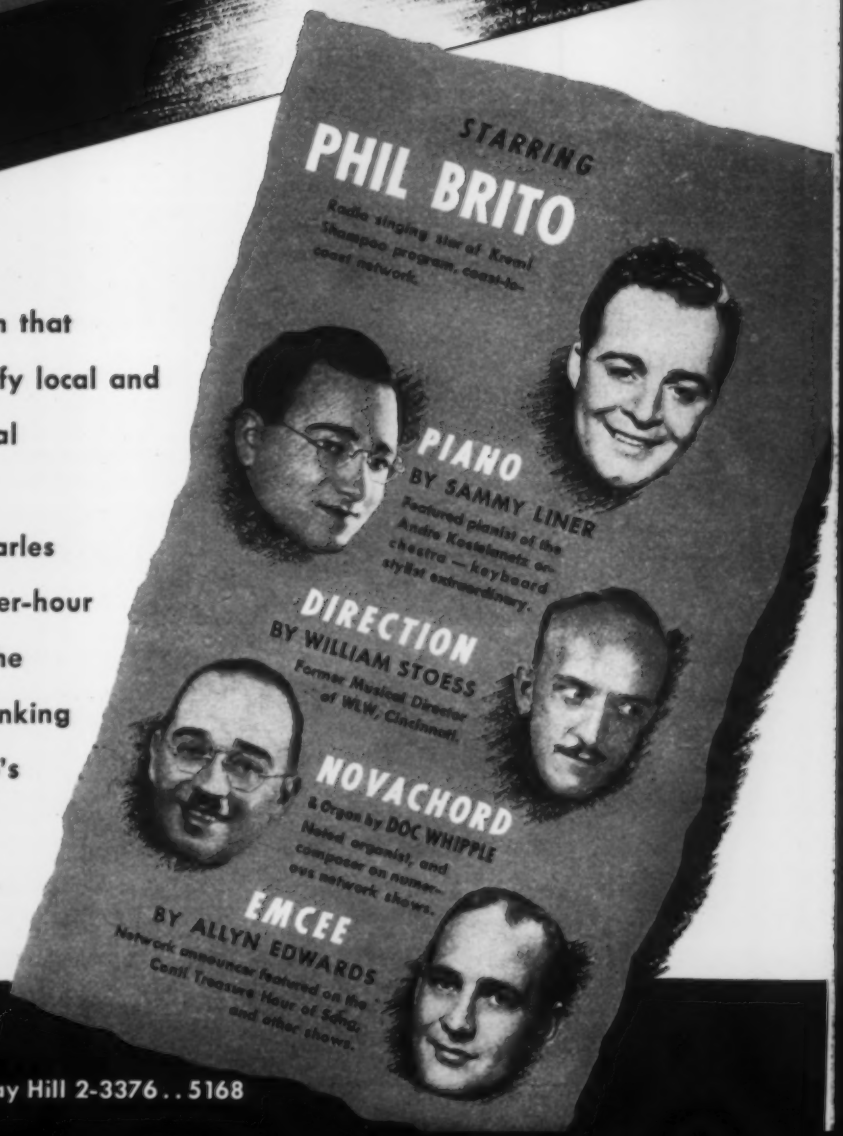
WKBB DUBUQUE IOWA

AFFILIATED WITH AMERICAN BROADCASTING COMPANY

"A DATE with MUSIC"

A New Transcribed Series

260 QUARTER-HOUR PROGRAMS!


STARRING
PHIL BRITO
Radio singing star of Kraft Music Hall program, coast-to-coast network.
PIANO
BY SAMMY LINER
Featured pianist of the Andre Kostelanetz orchestra — keyboard stylist extraordinary.
DIRECTION
BY WILLIAM STOESS
Former Musical Director of WLW, Cincinnati.
NOVACHORD
& Organ by DOC WHIPPLE
Noted organist, and composer on numerous network shows.
EMCEE
BY ALLYN EDWARDS
Network announcer featured on the Cavalcade Treasure Hour of Song and other shows.

The Show of Shows! This is the program that has been especially prepared to satisfy local and regional sponsors...a star-studded musical extravaganza.

A DATE WITH MUSIC is the newest Charles Michelson production...a sparkling quarter-hour musical transcribed series that boasts the nation's all-time hit melodies. Top ranking network artists guarantee it radio's outstanding show of the year.

Write or wire now for costs and audition samples
All offers subject to prior sale

CHARLES MICHELSON, INC.

PIONEER PROGRAM PRODUCERS SINCE 1934

67 WEST 44th ST., NEW YORK 18 • Phone MUrray Hill 2-3376..5168

Chicago Directors Guild Names Lee as Chairman

CHICAGO RADIO and Television Directors Guild elected officers and adopted a local constitution at their meeting Nov. 25 at Continental Hotel, Chicago.

Burr E. Lee, director of *Bachelors Children*, was elected chairman; Warren Deem, freelance radio director, vice-chairman; and Herbert LaTeau, NBC Chicago staff producer, secretary-treasurer. Four members of the executive board elected are: Harry Bubeck, NBC Chicago staff producer; Philip Bowman, of Dancer-Fitzgerald-Sample, director of *Ma Perkins;* Herb Howard, WLS Chicago staff producer; and Herb Futran, freelance producer.

WEEKLY broadcasts of half-hour Philharmonic concerts on KMBC Kansas City, sponsored by Aireon Mfg. Co., Kansas City, have been selected for overseas transcription to American forces.

AT MASTER CONTROL, Radio Tokyo's Station JOAK, are U. S. radio officers, two of whom made the L Day landings in Japan, and who assisted network commentators in the initial broadcasts from the Tokyo area. Lt. Colton G. Morris of WBZ Boston (second from left), stands by as Maj. Henry Untermeyer of WABC New York, prepares to sign the log. Also present are two officers from the *USS Cowpens*, Lt. J. G. Frick (extreme left) and Lt. Robert Magill (extreme right).

Milton Biow Is Honored By Joint Defense Appeal

MILTON H. BIOW, president, Biow Co., New York, will be honor guest Dec. 12 at a testimonial dinner sponsored by the advertising, publishers and broadcasting division of the Joint Defense Appeal at the Waldorf-Astoria, New York. Joint Defense Appeal makes possible the pro-democratic activities of the American Jewish Committee and the Anti-Defamation League of B'Nai B'Rith in their fight against racial and religious intolerance.

Membership of the committee sponsoring the dinner includes: William S. Paley, Frank Armer, Alvin Austin, Phil Baker, Mortimer Berkowitz, Herman M. Bess, Michael M. Bleier, Harry Broder, Himan Brown, Samuel Cherr, Ted Cott, Arthur C. Fatt, Edwin S. Friendly, Max A. Geller, Milton S. Gladstone, Arthur Goldman, Milton Goodman, Sigmund Gottlober, Henry Greenfield, Laurence C. Gumbinner, Andrew J. Haire, Lester Harrison, Stanley Joseloff, Bernice Judis, Joseph Katz, M. J. Kleinfield, J. R. Kramer, Bert Lebhar Jr., N. Joseph Leigh, Sidney Raoul Leon, Norman A. Mack, Nat M. Abramson, Ned L. Pines, Hal A. Salzman, Sam Schmid, S. O. Shapiro, Jules B. Singer, Jack D. Tarcher, Milton Weill, William H. Weintraub, C. H. Wolfe, M. M. Zimmerman.

WEEI School

FIFTH CLASS in the announcers' training program conducted by WEEI Boston was graduated Friday night, composed of 12 veterans of World War 2, and members are available for employment. The course was conducted by Arthur Edes, educator in the radio field, under supervision of Fred Garrigus, assistant program director of WEEI. Classes were held three nights a week, two and a half hours a night, with training in diction, enunciation, reading of commercial and unsponsored announcements, news reports and analyses, ad lib interviews, and other functions of announcers who may also double as producers. WEEI department heads lectured the group at "mid-term" and General Manager Harold E. Fellows, director of CBS operations in New England, made the graduation address. WEEI, which conducted four classes during the war, plans another announcers' school for veterans in January.

A SERIES of articles appearing in "Cornet Magazine" dedicated to Great Living Americans included Norman Corwin in the December issue. Piece, entitled "Corwin of the Air Waves", was written by Cameron Shipp.

INDIVIDUAL gifts will be given to more than 500 children in three hospitals during Christmas parties to be given by Ruth Lyons and Frazier Thomas of "Morning Matinee" program on WLW Cincinnati. Parties will be recorded and broadcast on program.

WOOD

NO. 1 STATION (5000 WATTS) WITH THE
NO. 1 NETWORK (NBC) IN THE
NO. 1 MARKET IN OUTSTATE MICHIGAN

PAUL H. RAYMER CO., Sales Representatives

OLSON, DAVIS AWARD WINNER

... is typical of Announcing Talent

Available to

Spot Advertisers on WOW

RAY OLSON
Production Manager

LYLE DE MOSS
Program Manager

RAY CLARK
Chief Newscaster & Manager, Special Events

JOHN LESLIE
Ass't Chief Newscaster

TOM DAILEY
Sports Editor & Commentator

TOM CHASE
Manager, Transcription Dept.

GENE EDWARDS

MERRILL WORKHOVEN

THOMSON HOLTZ

Olson Wins Davis Award 2nd Time

For the second time in four years, Ray Olson, WOW's Production Manager, has won the H. P. Davis National Memorial Announcers' Award, regional station category. This marks Ray as one of the best announcers on stations affiliated with the National Broadcasting Company. WOW's eight other announcers, five of whom are also members of the executive staff, are of similar caliber. You can be sure that your commercials on WOW will always be heard clearly and distinctly.

RADIO STATION

WOW INC.

OMAHA, NEBRASKA

590 KC • NBC • 5000 WATTS

Owner and Operator of

KODY • NBC IN NORTH PLATTE

JOHN J. GILLIN, JR. PRES. & GEN'L. MGR.
JOHN BLAIR & CO. REPRESENTATIVES

NARBA Meeting Date Is Moved Up

WITH the clear channel hearings scheduled to open Jan. 14 before the FCC, State Dept. plans to move up the forthcoming North American Regional Broadcasting Conference in Washington from Jan. 15 to the first week of the new year, it was learned last week. The conference is being held to adopt interim allocations pending a new North American Regional Broadcasting Agreement (NARBA), which expires on March 29.

The FCC this week is expected to determine a date most convenient to the Commission. There was some discussion in official quarters as to whether the NARBA Conference should precede or follow the clear channel hearings, since some problems involved in the international session have to do with clear channels. Unofficially the Commission is understood to favor holding the NARBA Conference before the U. S. clear channel hearings get underway.

Invitations will go out from the State Dept. to Canada, Cuba, Haiti, Mexico, the Dominican Republic, Newfoundland and The Bahamas as soon as the FCC fixes a date on which State Dept. is agreeable. Indications are the conference will be called for Jan. 2, although Jan. 5 also has been considered.

Among the requests to be resolved is one from Cuba for 19 additional frequencies, including some clear channels [BROADCASTING, Oct. 8]. The Bahamas seek protection on 640 kc [BROADCASTING, Oct. 29].

The U. S. has recommended that NARBA be extended a year pending outcome of the next World Telecommunications Conference. Canada recommended a two-year extension and Cuba asked for a new agreement immediately. Should the extension be agreed upon at the January conference, signatory nations are expected to adopt an interim allocations plan which will, in part if not in full, take care of the pending requests.

Just in Case

KBTM Jonesboro, Ark., is going to be remembered by at least one listener, "just in case". Frequently the station is asked to broadcast announcements of missing persons and lost or strayed livestock. One such request came from a woman whose husband had disappeared. KBTM's letter explaining that the first announcement would be carried in the local news without charge and that others would be aired at the spot-announcement rate brought this reply: "Thank you for the letter received today but have found my husband and I thank you very much. Will remember your station should I ever need your service again."

Newsmen Sketches

SKETCHES of 14 radio newscasters have been compiled by Rev. David Bulman, associate editor of *The Sign* magazine, into a book titled *Molders of Opinion* (Bruce Publishing Co., Milwaukee, $1.75). Book contains biographical information, notes on style and analyses of attitudes toward their work of following people: Paul Mallon, Dorothy Thompson, Gabriel Heatter, Walter Lippmann, H. V. Kaltenborn, Westbrook Pegler, Fulton Lewis jr., Sumner Welles, Raymond Swing, Drew Pearson, David Lawrence, John B. Kennedy, George E. Sokolsky, Walter Winchell.

SIGMUND GOTTLOBER, director of Foreign Language Press Institute, is head of radio and press division for the Alfred E. Smith Memorial Fund campaign to raise $3,000,000 for a new wing to St. Vincent's Hospital. Plans are underway to get stars of entertainment world to participate in foreign language radio programs throughout country.

PETER SCHOFIELD of sales department of CKWX Vancouver, has been elected president of the CKWX Employes Benevolent Assn. Art Miller of CKWX engineering staff is treasurer, Betty Ramsey of the office staff is secretary and Cal George, announcer, is purchasing agent.

More people listen to WAKR than to any other station heard in Akron*

* C. E. HOOPER SUMMER 1945 INDEX 8 A. M. TO 6 P. M.

A radio station is known by the *Companies* it keeps

RKO RADIO PICTURES *sells* MOVIES *on the New* WJJD

The men who make America's movies really know what makes "boxoffice." And the same smart showmanship that knows how to make pictures that click goes to work in picking advertising that clicks. RKO Radio Pictures have been advertised over the *New* WJJD for over three years. Consistently. Intensively. There's a lesson there for advertisers who are looking for *sales results*. Measured on the results-per-dollar basis, the *New* WJJD rates high on the list of best buys. Those 20,000 watts of SELLING POWER zoom into a primary coverage area that includes 3,234,059 radio homes. Is there a message you'd like us to leave for you?

20,000 WATTS OF *Selling* POWER

THE NEW WJJD

1160 ON YOUR DIAL

CHICAGO

A *Marshall Field* STATION REPRESENTED NATIONALLY BY LEWIS H. AVERY, INC.

KANSAS CITY
IS A
K O Z Y
MARKET
PORTER BLDG., KANSAS CITY, MO.
EVERETT L. DILLARD
General Manager
ELIZABETH WHITEHEAD
Station Director
Pioneer FM Station in the Kansas City Area
Ask for Rate Card

Day Shows Are Led By 'Girl Marries'

Hooper Report Gives 2nd Spot To 'Breakfast in Hollywood'

MOST POPULAR daytime program in November was *When a Girl Marries*, with a rating of 8.6, according to the report of C. E. Hooper Inc. on November daytime listening.

Average program rating was 4.4, compared with 4.3 in October and 4.6 in November 1944. Average daytime sets-in-use was 16.4, 0.7 less than October, 0.9 more than a year ago. Average daytime available audience was 72.4, an increase of 1.6 from the last report and 1.9 from a year ago.

In addition to *When a Girl Marries* the top 10 week-day daytime programs included: *Breakfast in Hollywood* (Kellogg), 7.7; *Pepper Young's Family*, 7.4; *Portia Faces Life*, 7.4; *Young Widder Brown*, 7.3; *Breakfast in Hollywood* (Proctor & Gamble), 7.3; *Backstage Wife*, 6.9; *Life Can Be Beautiful*, 6.8; *Today's Children*, 6.7; *Romance of Helen Trent* (MWTF), 6.7.

The three top-ranking Saturday daytime programs were *Theater of Today*, 7.8; *Stars Over Hollywood*, 7.4; *Grand Central Station*, 7.0.

Tom Mix had the most listeners per set, 2.56; *Grand Central Station* the most women listeners per set, 1.42; John W. Vandercook the most men per set, 0.66; *Terry and the Pirates* the most children per set, 1.24.

Tied for highest sponsor identification index were *Aunt Jenny* and *Breakfast in Hollywood* (P. & G.), with an index of 75.0 each.

* * *

Pulse Report

JACK BENNY provided the nighttime radio entertainment most popular with New York listeners during November; Kate Smith's noontime talks were the most popular weekday daytime feature; the *Family Hour* and the *Children's Hour* were tied for first place among weekend daytime programs, according to the November report of The Pulse Inc. on New York listening.

November sets-in-use were 4% higher than October, a reversal of the normal trend as October figures are usually inflated because of World Series listening. This November listening was about 10% above last year's level, which is explained in part by election night listening when the sets-in-use average was 22% above that for the comparable Tuesday of October.

Top ten evening programs during November were: Jack Benny, 26.3; *Charlie McCarthy*, 25.3; *Mr. District Attorney*, 23.0; Walter Winchell, 22.3; Bob Hope, 21.3; *Lux Radio Theater*, 21.0; *Fibber McGee*, 20.7; Fred Allen, 20.7; *Aldrich Family*, 18.0; Eddie Cantor, 17.0.

Most popular weekday daytime programs were: *Kate Smith Speaks*, 7.6; *When A Girl Marries*, 7.4; *Big Sister*, 7.1; *Portia Faces Life*, 6.9; *Life Can Be Beautiful*, 6.8; *Our Gal Sunday*, 6.8; *Helen Trent*, 6.8; *Bachelor's Children*, 6.7; *Light Of The World*, 6.3; *Young Widder Brown*, 6.2.

Most popular Saturday and Sunday daytime programs were: *Children's Hour*, 8.0; *Family Hour*, 8.0; *Grand Central Station*, 7.7; football (WHN-Sunday), 7.7; *One Man's Family*, 7.7; *Electric Hour*, 7.3; *N. Y. Philharmonic*, 7.3; Clem McCarthy-News, Sunday, 7.3; *Nick Carter*, 7.0; *Stars Over Hollywood*, 6.7.

* * *

Canadian Ratings

NOVEMBER DAYTIME program popularity in Canada as released by Elliott-Haynes Ltd., Toronto, on Nov. 24, shows *Soldier's Wife* (Canadian origination) most popular English language program with a rating of 18.1 and sets-in-use rating of 21.2. Second was *Big Sister* with program rating of 16.1, followed by *The Happy Gang* (Canadian origination), *Ma Perkins*, and *Claire Wallace* (Canadian origination), to list the first five programs.

French daytime programs were led in November by *Jeunesse Doree* with program rating 29.4 and sets-in-use rating of 40.6, followed by *Quelles Nouvelles* with program rating of 28.6, *Joyeux Troubadours*, *Grande Soeur* and *La Rue Principale* and *La Metairie Rancourt* (tied for fifth place).

PET OCELOT is displayed by William H. Hawes, former radio producer of *Truth or Consequences* at the Navy Staging Center, Pearl Harbor on temporary duty.

WVTR on 50,000 w

INCREASING its power to equal the most powerful radio station in the U. S., WVTR Tokyo, AFRS key outlet in Tokyo, began operation on 50,000 w on Nov. 12. Army formerly operated station with a 10,000 watt output. Stepped up transmitter of WVTR has a broadcast tower more than 1,000 feet, estimated to be one of world's tallest.

PROFIT

From A Habit

● Alexandre Dumas was as colorful in his writing habits as were the characters he created in his novels. It was his habit to write novels only on blue paper, while for poetry his choice was yellow. Magazine articles were prepared on rose-tinted sheets. Even special pens were used for each variety of subject matter. In spite of these eccentric habits, Dumas pursued his career with fame and profit.

● Time buyers can learn to their own profit that Baltimoreans, too, have a habit. WCBM is identified in the minds of the Baltimore audience with the best in music, entertainment and news, and it is for this very reason that WCBM has become "Baltimore's Listening Habit."

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

John Elmer
President

Free & Peters, Inc.
Exclusive National Representatives

George H. Roeder
General Manager

Telecasts About Russia Are Offered by WBKB

WBKB Chicago is presenting a series of four television discussions on the modern history of Russia conducted by Don Elder, radio news commentator and analyst. Series, to be aired weekly— Tuesday 7:30 p.m. CST—highlights numerous special effects, including photographs, maps and charts. Elder will climax series with inside information on the present-day political structure of the Soviet Union and outline his views on what can be expected in the future.

Frank Kleinholz, nationally-known artist, appeared on television for the first time, Nov. 20, presenting and explaining backgrounds of several of his foremost paintings to the WBKB audiences

WBKB was off the air Thanksgiving evening but telecast regularly scheduled program No. 29.

Radar Jamming Tube's Power Greater Than Biggest Station

BURIED DEEP in a report on radar countermeasures, released last Thursday by the Joint Board on Scientific Information Policy, is explosive information on a new tube that should set the television industry ahead with rocket speed.

The section of the report titled "Tuba and the German Night Fighters", describes a remarkable vacuum tube known as the "resnatron," tunable over a wide frequency range, with power comparable to the most powerful broadcasting station in the U. S.

"The power output developed by Tuba (code name of the project)," the report states, "is of such unforeseen magnitude that our planning for frequency channel allocations in the ultra-high-frequency range will be directly affected."

Although not mentioned in the pamphlet, it was Westinghouse Electric & Mfg. Co. that produced the tube. The firm also released information on Tuba project last Thursday.

While power is admitted to reach 50,000 w, it is known to operate on much higher power with frequency range 500 times greater than the most powerful station operating. In addition, it has sustained transmitting quality, though at present the band width is narrow.

War story of the tube dates back to 1942, when the German night fighters were taking such a heavy toll of lives, planes and property damage over England. Devices on Allied planes which jammed the German airborne interception radar were proving ineffective, as the jammer itself provided a "beam" on which the Germans could ride in direct to the target.

Finally an enormously powerful jammer was suggested, with "a power a thousandfold greater than any previously attained in the frequency range of operation involved, which in itself was ten times higher than that used for frequency modulation and television."

In this way the "eyes" of the German planes, their radar, would be "blinded" completely, making a powerful electronic fog through which the Allied fighters could fly home untrailed by the enemy.

The project, known as Tuba, was developed, overcoming tremendous odds. A resnatron had to be built that would be tunable over a wide range of frequencies, to preclude the Germans modifying their frequencies to combat it. It was also necessary to modulate the resnatron's output with the random "noise" necessary for jamming. Difficulties were overcome, and the development, sponsored by the U. S. Army Signal Corps, was made so practical that the British placed a large lend-lease order with the U. S. for a complete jamming system using the resnatron.

Work on Tuba was still in the blueprint stage in 1943. The first experimental test that was completely successful was in January, 1944. By June of that year the complete system was in use against Germany.

Lowdown

BARNEY KEEP, co-m.c. with Howard Parent on the *Hey Mr. Motorist* show on KEX Portland, Ore., was brought to his knees a few mornings ago when he stopped a bantam car for a curbstone interview with the driver. The program, broadcast weekday mornings at 11:45, features informal comments and safety pointers and is handled in cooperation with the Portland Traffic Safety Committee.

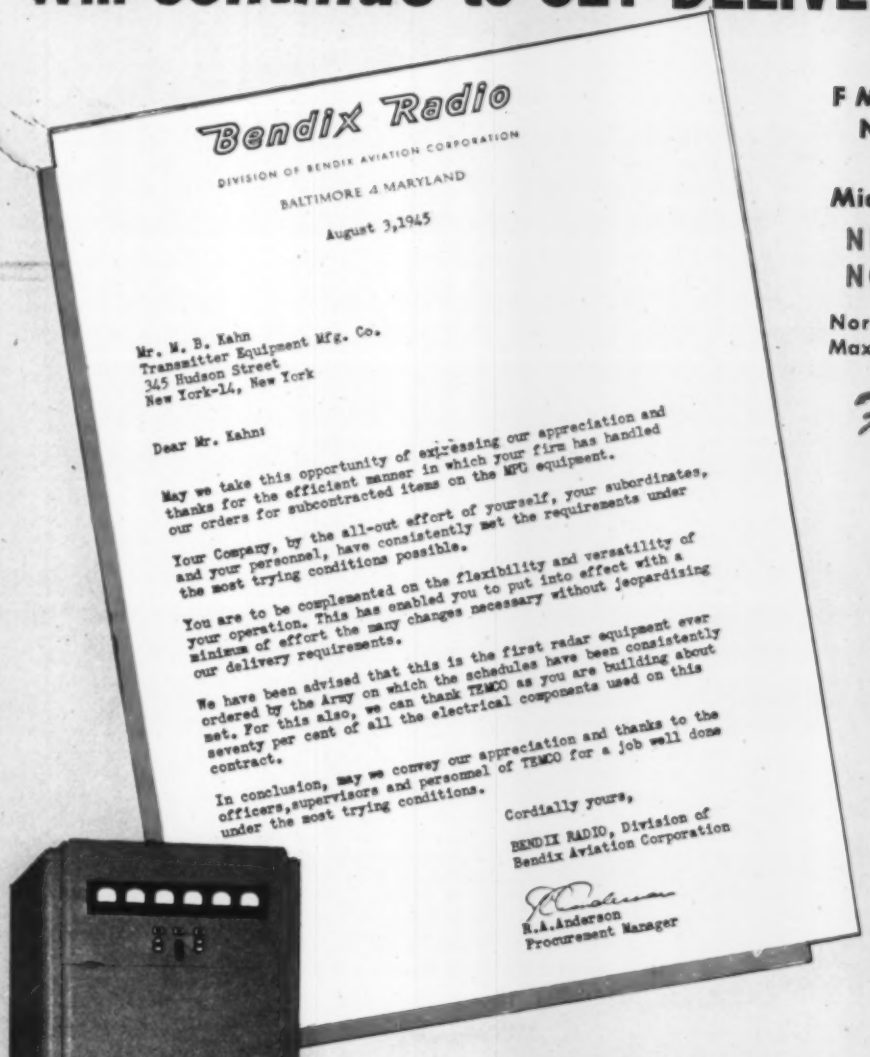
BEAUMONT HAS MONEY TO SPEND NOW—LATER!
LUMBER
Employing thousands at high wages, lumber has long been an important industry in KFDM's territory, contributing over ONE MILLION dollars monthly to KFDM's market payroll. But regardless of how the 250,000 persons make their above-the-average income, their listening ear is attuned to KFDM!
BEAUMONT TEXAS
KFDM
SERVING THE MAGNETIZED SABINE AREA
AFFILIATED WITH AMERICAN BROADCASTING CO., INC. AND
TAYLOR-HOWE-SNOWDEN
Radio Sales

Plant Output to Rise

STEADY rise in output from $17,000,000 in September to $44,000,000 a month by next June is indicated by reports from 32 radio plants representing about half the 1939 industry, according to Civilian Production Administration. The June rate will be about four times the 1939 rate, but a third of wartime output. Employment next June is expected to be 2½ times the 1939 level and 20% below the first quarter of 1945.

CFAB Windsor, N. S., has added Press News wire service, it is announced by the PN head-office at Toronto.

In F M too—
The Same *TEMCO* Team
Will *continue* to SET DELIVERY RECORDS



Bendix Radio

DIVISION OF BENDIX AVIATION CORPORATION

BALTIMORE 4 MARYLAND

August 3,1943

Mr. M. B. Kahn
Transmitter Equipment Mfg. Co.
345 Hudson Street
New York-14, New York

Dear Mr. Kahn:

May we take this opportunity of expressing our appreciation and thanks for the efficient manner in which your firm has handled our orders for subcontracted items on the MPG equipment.

Your Company, by the all-out effort of yourself, your subordinates, and your personnel, have consistently met the requirements under the most trying conditions possible.

You are to be complemented on the flexibility and versatility of your operation. This has enabled you to put into effect with a minimum of effort the many changes necessary without jeopardising our delivery requirements.

We have been advised that this is the first radar equipment ever ordered by the Army on which the schedules have been consistently met. For this also, we can thank TEMCO as you are building about seventy per cent of all the electrical components used on this contract.

In conclusion, may we convey our appreciation and thanks to the officers, supervisors and personnel of TEMCO for a job well done under the most trying conditions.

Cordially yours,

BENDIX RADIO, Division of
Bendix Aviation Corporation

R.A.Anderson
Procurement Manager

Improved
F M Broadcasting Equipment
NOW Being Produced by
TEMCO'S
Microwave Radar Technicians

NEW MODEL 250 BCF
NOW IN PRODUCTION

Normal Rated Output 250 Watts
Maximum Rated Output 375 Watts

Features...

- New miniature high frequency tubes permitting high efficiency and perfect shielding.
- Newly designed amplifier circuit completely eliminating tank radiation, feedback and radio frequency potentials from transmitting frame.
- Built-in center frequency deviation meter calibrated directly in cycles.
- Frequency range of 88-106 megacycles.
- Frequency stability ± 1500 cps or better of assigned center frequency.
- Audio frequency response ± 1½ db 30-16000 cps (after deemphasis).
- Audio distortion 50-16000 cycles less than 2% RMS.
- Noise level FM db below ± 75 Kc swing.
- Noise level AM 70 db below 100% modulation.

Write for complete descriptive data, prices and information for filing with FCC for license application.

TEMCO

RADIO COMMUNICATION EQUIPMENT

TRANSMITTER EQUIPMENT MFG. CO., INC.

345 Hudson Street, New York 14, N. Y.

EMPLOYE-EMPLOYER NAB DEPT. PLANNED

RECOMMENDATIONS for creation of a Department of Employe-Employer Relations in the NAB will be drawn Dec. 7 at a Washington meeting called by John Elmer, of WCBM Baltimore, chairman of the NAB Employe-Employer Relations Committee.

Department succeeds the NAB Labor Committee, of which Calvin J. Smith, KFAC Los Angeles, was chairman.

Expansion of labor relations activity within the NAB was recommended by the NAB board at its August meeting and reaffirmed at the October session.

Committee members are: Networks, Frank K. White, CBS; John H. MacDonald, NBC. Regionals, Howard Lane, Marshall Field stations; Mr. Smith. Small stations, Mr. Elmer; Harry Le Poidevin, WRJN, Wis.; Frank King, WMBR Jacksonville. Large stations, William A. Fay, WHAM Rochester; J. O. Maland, WHO Des Moines. Board liaison members, John E. Fetzer, WKZO Kalamazoo; Clair R. McCollough, WGAL Lancaster.

TOUR of ETO with the Broadcasters' mission was described by John E. Fetzer (second from left), managing director of Fetzer Broadcasting Co., licensee of WJEF Grand Rapids, in address to Grand Rapids Advertising Club. Shown are (l to r) H. E. McNeal, club program chairman and district manager, Shell Oil Co.; Mr. Fetzer; Edward H. Bronson, manager of WJEF; Wendell L. Patton, club president.

RAIBOURN SAYS TV OUTLOOK CLARIFIED

DECLARING that the FCC allocation of video channels to major cities has clarified the outlook of television's future for broadcasters and manufacturers, Paul Raibourn, head of the video activities of Paramount Pictures and treasurer of Allen B. DuMont Laboratories, said last week that this allocation "gives justification to their investment of even more job-producing capital in television experimentation and production than would formerly have been sound business."

DuMont, he said, is "fully prepared to take advantage of television's potentialities." He stated that on Oct. 7 the company had net current assets of $2,416,000 and cash of $2,188,000, with the business adjusted to conditions arising after the war's end. These figures, he said, include the $1,453,000 cash obtained by financing a year ago, which is held in readiness for video development.

Paramount Pictures has a 37% interest in DuMont through ownership of the company's B stock, which has no vote in electing the president and vice-presidents of the corporation.

Radio Use in Irrigation Control Is Authorized

USE of radio for relaying information to control the flow of water in an irrigation system was authorized last week by the FCC. The Commission assigned a frequency of 35.46 mc for construction of a station and six portable and mobile units to the Garwood Irrigation Co., Garwood, Tex., which operates 200 miles of canals and many miles of irrigation ditches to serve about 100 ranches throughout Texas.

The company will substitute radio for the slow communications now carried on between messengers traveling by horseback and automobile along the canals and the pumping plants. A continuous patrol of the irrigation system is maintained by the company to assure proper distribution of the water to avoid waste or damage to the fields or canals. Radio will facilitate information to regulate the flow and distribution of water in the system.

Join Mutual

WMAJ State College, Pa., 250 w on 1450 kc, is to join Mutual today (Dec. 3) as network's 283d affiliate. WJNC Jacksonville, N. C., 250 w on 1240 kc, joined Mutual Nov. 26. WRHI Rock Hill, S. C., 250 w on 1340 kc, will join as soon as lines are installed, and KGCX Sidney, Mont., 1,000 w on 1480 kc, becomes Mutual affiliate Dec. 20.

THE BRANHAM COMPANY

Chicago
New York
Detroit
Atlanta
Dallas
Charlotte
St. Louis
Memphis
Kansas City
San Francisco
Los Angeles

representing

WMOB . . . . . Mobile, Ala.
KTHS . . . . . Hot Springs, Ark.
KFMB . . . . San Diego, Calif.
KWKH . . . . . Shreveport, La.
WCPO . . . . . Cincinnati, Ohio
WTJS . . . . . Jackson, Tenn.
WNOX . . . . Knoxville, Tenn.
WMC . . . . . Memphis, Tenn.
KRIC . . . . . Beaumont, Texas
KWBU . . . Corpus Christi, Texas
KRLD . . . . . Dallas, Texas
WCHS . . . Charleston, W. Va.
WBLK . . . . Clarksburg, W. Va.
WSAZ . . . Huntington, W. Va.
WPAR . . . Parkersburg, W. Va.

THE MODERN HOMEMAKER . . .

Judith Andrews is being talked about these days. But her ears aren't burning, no sir, for people are saying some mighty nice things about "Judith Andrews—The Modern Homemaker," WGN's brand new, co-sponsored homemaking show.

The show has a new and refreshingly different approach to an old theme. Neither "soap opera" nor "school" presentation, it combines the best features of both, with a very definite continuity and purpose.

We'll admit, under pressure, that Judith isn't exactly any Rosie the Robot but she can and does help housewives in their daily routine.

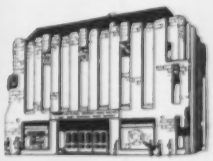
The war years, years of women in industry, business and the service, have resulted in a new kind of interest in home management. Women today are vitally interested in the *modern* viewpoint.

Scripted, produced and acted by the best talent in the business, "Judith Andrews—The Modern Homemaker" is certain to stimulate *your* radio sales.

A Clear Channel Station . . . . . Serving the Middle West

WGN

CHICAGO 11
ILLINOIS
50,000 Watts
720 Kilocycles



Listen . . . . . it's WGN and MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast: Edward S. Townsend Co., Russ Building, San Francisco, Calif.

Another Star Personality

Now! the Original M.J.B. EXCLUSIVELY ON KRNT

● This announcement should cause more than a ripple among experienced buyers of radio time. They will remember that "M.J.B." skyrocketed to 32% of the St. Louis listening audience . . . topping all eight St. Louis stations.

Back from 3 years with Uncle Sam's army, "M.J.B." is now weaving an audience-winning program pattern for KRNT, 6:00 to 8:30 a.m., every weekday morning.

Of course, "M.J.B." hit the airwaves in Iowa with a salvo of publicity. KRNT believes in that sort of program promotion . . . the kind that built a six point rating in 13 weeks for the Gene Emerald Show . . . that helped establish 45.2% of the morning and 30.3% of the afternoon audience at KRNT. The kind that promoted 44% of the Sunday afternoon and 40.9% of the Saturday daytime audience . . . that jumped the ABC nighttime audience in Des Moines more than 7%.

Yes, "M.J.B." is making Iowa radio history on KRNT with a program that early-morning Iowa listeners want to hear.

ASK YOUR KATZ MAN ABOUT "M.J.B." . . . AND KRNT.

Several announcements are still available. The 6:15-6:30 a.m. slot hasn't been sold. See your Katz man for details.

. . . added to KRNT's BRILLIANT CONSTELLATION

Gene Emerald, emcee of "The Gene Emerald Show", the weekday afternoon hour and a quarter of hummable music and warm personality that towns like. A friendly, down-to-earth program that's a real Hooper-dooper.

Jon Hackett, with his top-flight sportscasting, is recognized as a sports authority and accepted as a leader in the community. Hackett is another example of KRNT personality programming.

Jon Hackett

Your Neighbor Lady, broadcasting from her home a half-hour each weekday, is one of the nation's outstanding saleswomen. Friendly, much-loved, she's proved to advertisers that profitable sales are found in people's minds and hearts.

Your Neighbor Lady

Betty Wells, conductor of Women's Club of the Air, and magnificent reader of best sellers. Her daily, highly-Hooper-rated programs attest the air performance and listener preference for this brilliant personality.

Stanley Dixon. Formerly heard on the Mutual Network. His two daily newscasts, plus one on the Mid-states group, are factual, friendly and have Famous Hoopers. Authoritative public speaker — much in demand.

Betty Wells

Russ Van Dyke. Two morning newscasts daily, given in forceful, concise style, help keep Iowans up to the minute and help keep KRNT's over-all ratings in the lead.

Glen Law. Seven years with the right sponsors. Each night at 6:00 and 10:00, his tag line "That's the news according to Law" is as well-known as the Iowa Corn song. Extra respect as a community leader — and everyone respects his ratings.

Stanley Dixon

Russ Van Dyke

Glen Law

THE COWLES STATION FOR DES MOINES

KRNT

REPRESENTED BY THE KATZ AGENCY

KRNT IS AVAILABLE WITH WHAS AND WHO AS THE MID-STATES GROUP. ASK THE KATZ AGENCY FOR RATES.

Fulfilling a Promise . . .
Look to Lingo
. for PEAK PERFORMANCE
. . for LOW MAINTENANCE
. . for INSURED STABILITY
All during the war we promised an even more efficient Lingo Radiator when production started again. While we were busy constructing thousands of steel structures for the U. S. Signal Corps and Army Air Forces, our drafting boards also were at work for you. Now, we stand ready to fulfill our promises by presenting a tried and proved antenna system to meet your requirements with maximum efficiency at a minimum of cost and maintenance. Remember, only Lingo offers you "6 Extras" at no extra cost.
Write for Recommendations
The services of our consulting engineers are available to you on such pertinent problems as proper radiator height, ground systems, performance expectation, etc. In writing, please indicate location, power and the frequency proposed.
JOHN E. LINGO & SON, INC.
EST. 1897 CAMDEN, NEW JERSEY
LINGO VERTICAL TUBULAR STEEL RADIATORS

Most Set Makers Endorse FM Plan

One Firm Rejects FCC System Of Channel Designation

UNIFORM system of FM channel designation for radio receivers, probably conforming to the plan adopted Nov. 16 by the FCC, may be recommended for adoption by all manufacturers at a meeting to be held in New York Dec. 5 by the Engineering Dept. of the Radio Manufacturers Assn. Receiver Section Executive Committee.

Informal polls of manufacturers by RMA and by the NAB's FM Dept. indicate that practically all companies are willing to go along with the FCC system, by which the first channel (88.1 mc) will be numbered 201, and upward. RMA has not completed its industry-wide poll but the NAB survey shows 13 set makers ready to use the channel number plan in lieu of frequency designations, with only one firm (Pilot Radio Corp.) rejecting the number system.

Await Action

Several set makers have endorsed the FCC system but prefer to await action by the RMA group before making final decision. One firm (Belmont Radio Corp.) may abbreviate the symbol by dropping the first digit.

Firms indicating willingness to go along with FCC in their replies to Robert T. Bartley, NAB FM Dept. director, are: Admiral Corp., Emerson Radio & Phonograph Corp., Ansley Radio Corp., Magnavox Co., Majestic Radio & Television Corp., Crosley Corp., Wells-Gardner & Co., Meissner Radio Corp., the Stromberg-Carlson Co., Philharmonic Radio Corp., Freed Radio Corp., Farnsworth Television & Radio Corp.

Bank Radio Pays

FIRST FEDERAL Savings & Loan Co., Washington, heavy radio user during war, adds full hour of music Sundays to WOL Washington schedule. Since 1938 Federal has sponsored 7:30 a.m. news on WOL and in past sponsored *Wake Up America Forum*. Since 1938, when firm began radio use, deposits increased from $3,000,000 to $23,000,000 this year. Account was placed direct.

Cox to Address AER

H. QUENTIN COX, assistant manager of KGW Portland, Ore., will speak on the 15-year service of his station and its school of the air in conjunction with the Portland public schools at the first fall meeting Dec. 5 of the Washington Chapter, Association for Education by Radio, at Dept. of Interior studios. Col. Harold Kent, past AER national president, will report on activities of other chapters and Mrs. Gertrude Broderick, secretary, Federal Radio Education Committee, will review the recent School Broadcast Conference in Chicago. Officers of the Washington Chapter, AER, are Hazel Kenyon Markel, WTOP-CBS, president; Belmont Farley, National Education Assn., vice-president; Gertrude Howard, secretary; Stanley Field, War Dept. Radio Branch, treasurer.

Mr. Cox

Answer Filed

ANSWER was filed last week by Henry J. Handelsman Jr., Birdye Handelsman and William Handelsman, trading as The Camera Man, and Henry J. Handelsman Jr. Inc., Chicago, in the case in which Federal Trade Commission accused them of falsely representing, in radio and newspaper advertisements, that their cameras were equipped with fast lenses, have appearance and durability of much higher priced cameras and will take color pictures with ordinary film and charged that they failed to make good their offer to give refunds to dissatisfied buyers. In their answer, respondents said the advertisements were made in good faith but that a manufacturer defaulted under his contract and that Henry J. Handelsman Jr. Inc., agency handling the advertisements, refunded thousands of dollars to the public. Answer further contends the advertisements were never repeated.

Pound Indicted

AN EARLY trial for Ezra Pound, 60, native of Hailey, Ida., on charges of treason is expected following his indictment last Monday by a Federal Grand Jury in Washington. The indictment cites seven specific dates between Sept. 11, 1942-May 15, 1943, on which he is alleged to have made recordings in Rome Radio studios for later broadcast. Recordings, it is charged, were of treasonable nature. The indictment alleges that the American-born poet "committed each and every one of these acts for the purpose of and with the intent to adhere to and give aid and comfort to the Kingdom of Italy" while Italy was at war with the U. S. Seven witnesses, former radio employes of Italian stations, testified before the Grand Jury. Pound was indicted in the District of Columbia for treason on July 26, 1943, after the FCC recorded what was said to be his voice during a Rome propaganda broadcast.

NOW- NEW YORK'S MILLIONS HEAR THREE COAST-TO-COAST FEATURES OF FOUR-STAR IMPORTANCE!

BOXING—Blow-by-blow broadcasts of the nation's outstanding boxing bouts direct from leading arenas. Descriptions and commentaries by veteran sportscasters Sam Taub and Joe Cummiskey.

Carried in New York exclusively by WMCA at 10:00 p.m. Mondays.

CONCERTS—A full season of symphonic music by the celebrated Seattle Symphony Orchestra under the direction of Carl Bricken. World-famed soloists include Szigeti, Milstein, Petri, Piatigorski.

Carried in New York exclusively by WMCA at 11:30 p.m. on "concert" Tuesdays.

DANCE MUSIC—Hours of scintillating music by top dance bands direct from the country's foremost clubs and hotels.

Carried in New York exclusively by WMCA from 10:45 p.m. to midnight daily.

Just the beginning of a l-o-n-g, l-o-n-g line of surprises WMCA . . . and Associated . . . have in store for the metropolitan New York market. Surprises which spell the brand of (1) SHOWMANSHIP that wins over listeners and (2) SALESMANSHIP that moves the wares of our advertisers. Sure, we'll talk to you about network time . . . and local schedules, too. Just ask us for availabilities.

wmca

FIRST ON NEW YORK'S DIAL-570

●

An Affiliate of the
Associated Broadcasting Corporation

From Spindle Eye

CAPT. SANFORD T. TERRY Jr., of the good ship *Spindle Eye*, is back on the job at the transmitter of WRVA Richmond, Va. He left the ship just before the Army decided to send it on a world cruise. The *Spindle Eye* has two powerful broadcast transmitters, two studios, two controls, radiophoto, radioteletype, telegraph and recording equipment. The floating radio city was to have been used in the Jap invasion.

International Radio U. Is Proposed by Educator

ESTABLISHMENT of an "International Radio College of the Air" has been proposed by the Polish educator, Professor Mikolaj Olekiewicz of the U. of Lublin.

Dr. Olekiewicz, who represented his country at the United Nations Education Conference in London, contends a "radio university" would provide a practical solution to such problems as teacher and textbook shortages and lack of school and university buildings. He thinks well-known specialists in the various fields could deliver radio lectures supplemented by correspondence courses.

MOST POPULAR attire of the season was worn by NBC Correspondent George Thomas Folster when he appeared at the studios of Radio Tokyo in civilian clothes. The ensemble, carried Tokyowards by his wife, Helen Folster, arrived the day after Gen. MacArthur's directive that correspondents must wear no more insignia, and was given an envious examination by other correspondents and broadcast technicians.

IN THE PUBLIC SERVICE

Gifts for Vets

A DRIVE for Christmas presents for returning veterans who will debark in New York between Dec. 20 and Jan. 1 was launched by Margaret Arlen, WABC New York commentator, on her daily broadcast starting Nov. 23. Presents will be given veterans who would not otherwise receive gifts because they were in transit during pre-holiday period. When Miss Arlen campaigned for stamps for hospitalized veterans, listeners sent in more than 5,000,000.

* * *

Show for One

HALF-HOUR show for the entertainment of just one person—Miss Norma Wood, 25-year-old Tully, N. Y. music teacher who has been hospitalized for six months and faces another three months in a hospital bed—was broadcast by WAGE Syracuse in response to a request from a businessmen's octet which she had organized, along with two church choirs, in addition to her school duties. Norma Wood Appreciation Night included a musical program and tribute to Miss Wood broadcast from Tully Central School auditorium and an interview with the honoree in her hospital room. Glenn Williams, WAGE news editor, was m.c. of the auditorium program, which attracted a capacity audience, and Doug Johnson, local news editor, handled the interview with Miss Wood.

* * *

Comic Books for Hospitals

APPEALS on WROK Rockford, Ill., have brought hundreds of comic books for convalescent infantile paralysis patients in city hospitals. Books are distributed daily.

* * *

Speedy Response

ALMOST split-second response was received on the Ella Mason WHN New York program Nov. 20 when Mrs. Herbert Carlebach, co-chairman of the housing committee of the officers service committee, made an appeal for rooms for veterans. One of the urgent requests was for a blind veteran who had been granted a scholarship to teach Spanish to other blind veterans at Columbia U. No sooner had the program ended than a listener phoned that she would open her Greenwood Lake home for the veteran and his mother, and would also organize a committee in her community to find rooms for other veterans.

WHIO opens the right doors for your SALES MESSAGE IN DAYTON

● WHIO offers you a responsive audience won and held through ten years of faithful service to Dayton and Miami Valley.

Good program planning balances Basic CBS programs with the finest local shows, also complete, reliable news coverage . . . a combination that opens the right doors for your sales message to the Dayton area.

NEWS: UP, INS, AP plus CBS' BEST

WHIO 5000 WATTS BASIC CBS
G. P. Hollingbery Co. Representatives
Harry E. Cummings Southeastern Representative
1290 ON THE DIAL
DAYTON, OHIO

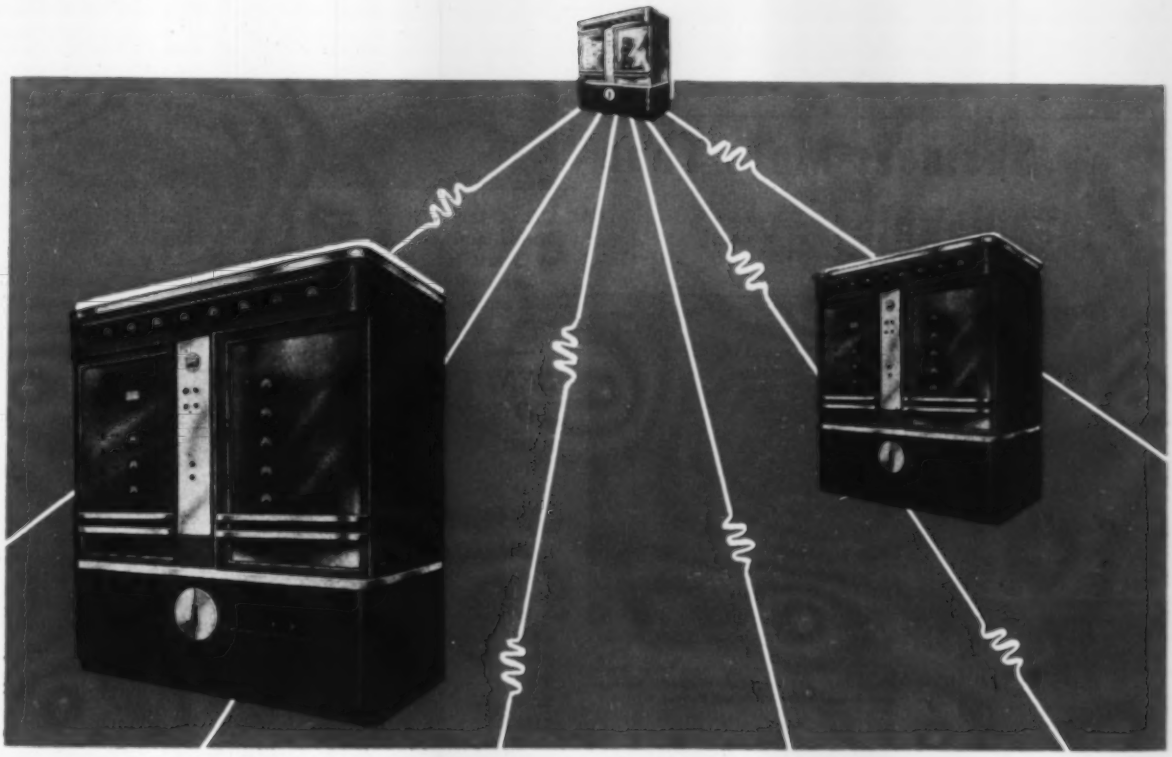
CONVENIENCE in New York . . .
is the word for The Roosevelt! Just a step from Grand Central and Airlines Terminals—and mid-town Manhattan's finest shopping, business and recreational areas. Typically Hilton—in service and hospitality. Rooms with Bath from $4.50.

Other Hilton Hotels from Coast to Coast. Chicago: The Stevens; Dayton: The Dayton-Biltmore; Los Angeles: The Town House. C. N. Hilton, President.

Direct Entrance to Grand Central Terminal

HAR-CAM

250 AND 1000 WATT FM BROADCAST TRANSMITTERS ARE *On The Way . . .*



For many years, HARVEY OF CAMBRIDGE has built transmitters considered standards of quality and dependability. Yet, these new HAR-CAM FM Broadcast Transmitters that are about ready for release, will be far and away the finest ever to bear the HAR-CAM name.

Here's why:

As specialists in the manufacture and development of communications equipment, receivers as well as transmitters, for Commercial, Marine and Emergency use, we have gained a thorough knowledge and understanding of *all* phases of the industry. This sound background has been greatly enhanced by the additional skill and "know-how" gained through war work, particularly in the development and production of vital Loran Radar Transmitters and other important communications units. Add to this improved production facilities and advanced precision methods of manufacture and you can readily understand why HAR-CAM FM Broadcast Transmitters will provide the last word in efficient, dependable and economical transmission.

Now is the time to get the complete story on these new HAR-CAM 250 and 1000 watt FM Broadcast TRANSMITTERS.

HAR-CAM

HARVEY RADIO LABORATORIES, INC.

459 CONCORD AVENUE · CAMBRIDGE 38, MASSACHUSETTS

SERVICEMEN ADDED TO AGENCY'S STAFF

THREE EX-SERVICE members of the staff of Needham, Louis and Brorby, Chicago, recently returned to the agency, out of 17 lost to the armed forces. William P. Bager, former copy chief, assumes a new post as counselor to copy and art departments, after three years service. Marvin Clausen, who served as a lieutenant in naval aviation for over three years, becomes account executive on Industrial Food Products Division of Kraft Foods Co.

Ruth Woodward Cumberland, former secretary to President Maurice H. Needham, has returned to temporary secretarial duties awaiting the release of her husband, Cpl. Julian O. Cumberland, from the Army. She served as a lieutenant with the Marine Corps Women's Reserve.

In addition, the agency has hired 11 ex-servicemen who are new to the organization: Lawrence Nolte, account executive on Swift & Co. accounts; Noel Turner, account executive on Eagle-Picher and Wilson Bros. accounts; Leslie Mather and Martin Savela, copy department; Jack Sullivan and Russel Eavey, research department; Robert Rayan, traffic department; Charles Coleman, proof reader; John Willoughby, publicity; Vincent Erickson, accounting; Tedd Mayer, mailing department.

OIL PAINTING of "Weatherknot", mythical pigeon heard on Ross Mulholland's early-morning musical show on WJR Detroit, is unveiled by Mark Haas (l), WJR press relations director, and Mr. Mulholland in ceremonies at the Detroit Institute of Arts' exhibit of bird paintings and sculptures, which was witnessed by thousands. Otho Blake, Detroit artist, painted the pigeon picture.

BENDIX PURCHASING TOWSON, MD., PLANT

BENDIX Radio Division of Bendix Aviation Corp. has announced that it is buying from Defense Plant Corp. for $1,700,000 the plant it operated at Towson, Md., near Baltimore, during the war. Additions and improvements will cost another $500,000.

When components become available Bendix radio and radiophonograph products will comprise 60% of the company's dollar volume. Advance showings of the complete line of 24 models have just been held.

W. P. Hilliard, division general manager, said Bendix turned out over $400,000,000 in war electronic equipment. The company's peacetime payroll will soon exceed $500,000 a month.

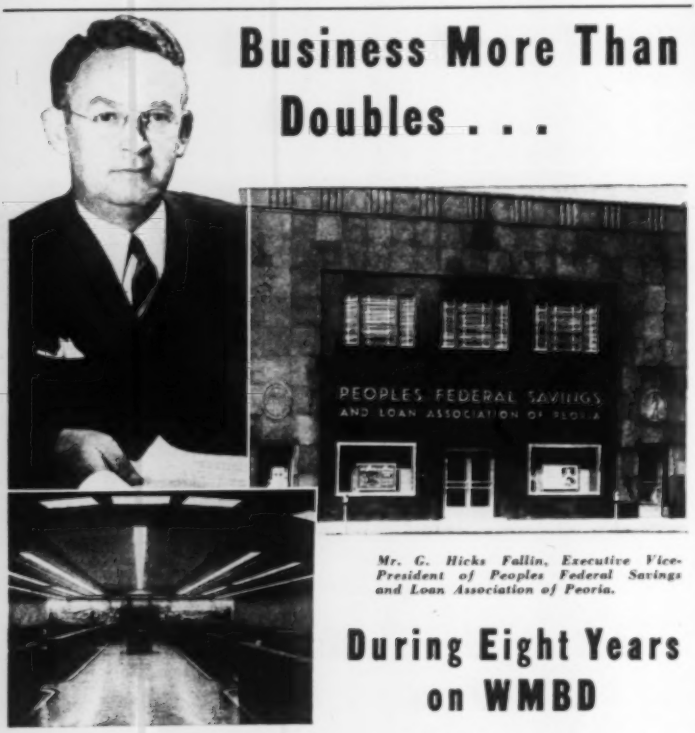
William T. Cavanagh

WILLIAM T. CAVANAGH, 37, director of radio for The Blackstone Co., advertising agency, New York, died Nov. 22. Surviving is his wife, Sally Cavanagh, formerly timebuyer for the agency.

Armstrong Declares FM Controversy Still Open

CONTRARY to official statements that the argument over location of FM is closed, Prof. E. H. Armstrong, FM inventor, declared in a letter to the editor of the *New York Times* that the controversies "concerning the laws of nature are never closed until the truth comes out". Following is his letter dated Nov. 21, in reply to an article appearing in the *Times* and quoting FCC Chairman Paul A. Porter:

"In your issue of Nov. 18, under the heading 'FM's Growing Pains,' you report that in reference to the controversy over the comparative efficiencies of the old and new FM band that FCC Chairman Paul A. Porter said he considered the case closed. I would like to point out that controversies concerning the laws of nature are never closed until the truth about them comes out. May I express the opinion that this matter will be discussed on the floors of the technical societies until the facts are established."



Mr. G. Hicks Fallin, Executive Vice-President of Peoples Federal Savings and Loan Association of Peoria.

Business More Than Doubles . . .

During Eight Years on WMBD

"Names in the News" has been broadcast over WMBD each weekday morning for the past eight years, direct from Peoples Federal Savings and Loan Association, its sponsor. During this time, the number of accounts at Peoples Federal has more than doubled, and the business volume of this home-financing institution has increased nearly three-fold.

Mr. G. Hicks Fallin, Executive Vice President says: "We feel that our consistent use of WMBD for the past eight years has played a principal part in the rapid growth of our association during this time. It is proof to us that WMBD has a loyal listening audience, and that it carries considerable influence in Peoria area."

THE HEART OF ILLINOIS

FREE & PETERS, INC.
Nat'l Representatives

WMBD
Member CBS

PEORIAREA
Pop. 614,200

Making Steel Talk
• WATCH!

Lew Avery says—

"For our San Francisco office we have found a man who believes as we do about Radio Station Representation . . ."

DAVID H. (Sandy) SANDEBERG

Sandy has had 25 years experience in advertising covering both printed media and radio:

14 years in the publication field

11 years in radio—

Sales Manager of KYA, San Francisco

San Francisco Manager for McClatchy Broadcasting Company

Pacific Coast Manager for a nationally known firm of station representatives

He is an exponent of "Aggressive Activity" as practiced by Lewis H. Avery, Inc.

On December 3rd our San Francisco office opens in the Russ Building, with David H. Sandeberg as Manager.

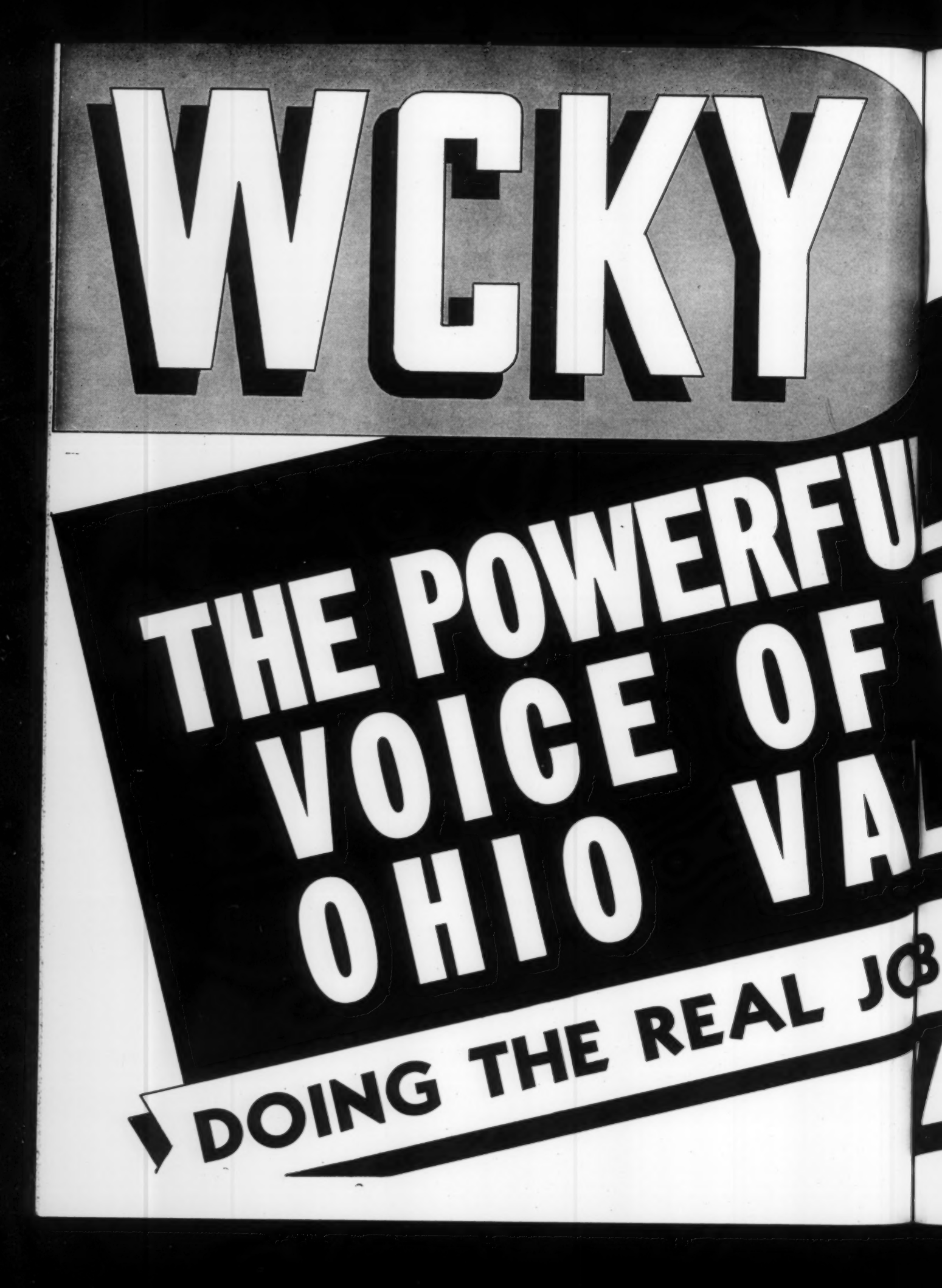
LEWIS H. *Avery* INC.

Radio Station Representatives

565 Fifth Ave.
New York 17, N. Y.
PLaza 3-2622

Russ Building
San Francisco, Calif.

333 No. Michigan Ave.
Chicago 1, Ill.
ANDover 4710


WCKY
THE POWERFU
VOICE OF
OHIO VA
DOING THE REAL JO

L. 50,000-WATT
THE GREAT
LLEY
FOR THE ADVERTISER
L. B. Wilson
CINCINNATI

The Cannon Roar

IT WAS ONLY a few months ago that the halls of Congress rang with railings against European dictatorships. The people were enslaved by the infamous tyrants Hitler and Mussolini. Liberty and freedom had vanished. The press was kept, the radio was Government-owned.

Today we witness the spectacle of a highly placed member of Congress urging Government ownership of American radio—following the European pattern. The erudite Rep. Clarence Cannon (D.-Mo.), chairman of the important Appropriations Committee, unburdened himself during committee hearings on the 1946 fiscal year deficiency appropriation, which included a stipend for the FCC.

Mr. Cannon is probably the outstanding parliamentarian of the House. He has served for 12 consecutive terms, or since 1923. He has been the guiding parliamentary light at the Democratic conventions of the past two decades.

But, it is evident, Chairman Cannon has never been a student of radio, American or European. He has been exposed to American radio since its aborning days. He did visit Britain in 1939 and probably was given one of those personally conducted tours of the BBC by the BBC for the benefit of the same state-owned entity.

Mr. Cannon's espousal of the British System (and for Government ownership here) was unequivocal. He said all that a man needs is a frequency from the Government and he becomes a multi-millionaire overnight. The Government, he believes, simply hands out one of these frequencies "worth millions of dollars", and, presto, we have a new radio tycoon.

Rep. Cannon, great statesman that he is, doubtless didn't take parliamentary notice that while radio has prospered during the windfall years of the war, other industries and services (newspapers and magazines for example) did likewise. Fiscal expert that he is, he must have overlooked also the fact that radio (and the others) had most of those profits siphoned off by the excess profits taxes.

And looking ahead a mite, Rep. Cannon should take legislative note that all broadcasters today are faced with heavy investments in new services—FM and television. They are faced with new competition, too, as well as with the levelling off of our national economy; that is, if reconversion eventually sets in and the Petrillos and their like let go.

Mr. Cannon alludes to the vast sums the Government is losing by handing out "gratis" those frequencies for radio service. He points to the revenues derived by BBC from its service. But he's got his bookkeeping mixed. Sure BBC expenses run $35,000,000 to $37,000,000 a year, with the income derived from license fees on receiving sets (which the British public doesn't like), and from advertising in radio papers published by the non-commercial BBC. That income wouldn't pay American radio's program bill for a week!

Mr. Cannon forgets his geography. The entire British Isles could be lost in the heart of Texas. Mr. Cannon might ask any returning constituent GI whether he preferred the BBC to our Army Radio, which was strictly American plan.

Mr. Cannon, we fear, has been buried too long in his Government statistics and his parliamentary law. He might try talking to the people back home about how they like their radio, rather than listen to the hand plucked stuff of British career bureaucrats. Or he might even try listening once in a while.

In reading the hearings on the deficiency appropriation, it was refreshing to find that not all members of Mr. Cannon's committee went along with him, and that FCC Chairman Porter and Commissioner Jett took issue.

When Chairman Cannon said he favored Government ownership of radio, Chairman Porter responded: "I would not like to see the Government in the radio business".

For Mr. Porter well knows that if the Government takes over radio, it won't be America. He knows what happened in the Axis countries. He, like Chairman Cannon, was there, too. But it must have been under different auspices.

NARBA Yardstick

BECAUSE of the emphasis upon the newer broadcast services, there may be a tendency to overlook developments in standard broadcasting, which is destined to continue radio's breadwinner for some years.

Early next month—probably the first week in January—engineering representatives of the North American nations will meet in Washington to consider a Cuban proposal for revision of the so-called NARBA agreement governing assignments of standard broadcast channels. Cuba demands rights for stations on some 20 additional channels now assigned to other nations signatory of NARBA. The NARBA agreement would expire on March 29 after five years. Canada has proposed that it be extended two years; we have suggested a one-year extension. Cuba wants a new agreement.

To comply with Cuba's proposal would result in deterioration of standard broadcast service not only in the United States, but in Canada and Mexico. Existing standard channels in this country already are crammed, with resultant interference.

Our State Department, of course, is interested in fostering the Pan American Good Neighbor policy. So are all of us. But it certainly wouldn't help those relations if one nation is favored to the detriment of others because of violation of fundamental engineering allocation principles.

According to existing logs, Cuba has 115 broadcast stations, of which 52 of all descriptions are in its principal city of Havana. The Cuban population is less than 5,000,000. Havana has a population of some 570,000. The United States, with a 140,000,000 population, has less than 1,000 AM stations. Thus Cuba, with only about 3% the population of the United States, has a station population, in comparison, of more than 10%.

It is to be hoped that when the engineering delegations of our neighbor nations foregather, they will not lose sight of the factors of service on an equitable basis to the nationals of all nations. The per capita distribution of stations certainly should prove a just and mutually acceptable yardstick.

Our Respects To -

ROBERT WILLIAM BUCKLEY

TRUE to the American tradition, Bob Buckley worked his way through college selling magazines, and then he worked his way up to become a top advertising executive. The boy who used to peddle subscriptions to *Pictorial* and *Delineator* is now head of media operation of Dancer-Fitzgerald-Sample, New York.

Born in Boston, Dec. 28, 1905, Mr. Buckley attended Brown U., where he received his Ph.D. degree. While at Brown he was advertising manager of the school paper and captain of the wrestling team—in his freshman year. After graduation, he went to Harvard Graduate School of Business Administration.

During his summers he met scholastic expenses by selling magazines for Butterick Publishing Co. Soon he became top salesman of the college crew that sold the magazines. By the end of his sophomore year he won a trip to New York as a prize for his efforts.

During the New York trip he was offered the post-graduation job of organizing college crews of salesmen for Butterick. He went to that job after he was graduated from Harvard Business School. While in Detroit for the company, he met Joe Spadea, then Detroit representative for CBS, who was so sold on radio himself, he got Bob Buckley interested, too.

So on Jan. 1, 1936, he resigned from the publishing house to join WOR New York, handling the western accounts at the station for William G. Rambeau, station representative. Nine months later he was put in charge of the Rambeau New York office.

After two years, he took a position as salesman for CBS in New York. Then in 1940 he left radio work to take over the Ludlow Typograph Co., Chicago, owned by his father-in-law. He was eager for the business experience the company offered.

He stayed there for three years, but in July, 1943, returned to the field that held his greatest interest—radio. This time he became a member of Columbia's sales force in Chicago. A year later he was appointed assistant sales manager of CBS western division.

On April 1 of this year he joined Dancer-Fitzgerald-Sample as media director. In this capacity he handles the radio and magazine advertising campaigns of American Home Products and Sterling Drugs, accounts averaging approximately $5,000,000 a year in radio.

On that early trip to New York when he became interested in radio through Joe

(*Continued on page 48*)

RADIO *had a job to do...*

"The USO shows are oke!" agree these happy servicemen as they land in Portland from the Pacific war, and are interviewed at dockside by KOIN Special Events chief Johnny Carpenter. Listeners learned firsthand how their War Chest dollars help to support USO activities at home and abroad.

UNITED WAR CHEST

635 S.W. ALDER - PORTLAND 5, OREGON
ATWATER 9181

October 29, 1945

Dear Johnny:

Before you get too tied up with Victory Bonds, I want to thank you for your help in our United War Chest Campaign. We had the best radio publicity I can remember in any Chest Campaign, and I know that you are the person responsible.

Please accept my personal thanks for the very fine job you did for us as Chairman of the Radio Committee, and also for the broadcasts you arranged on Station KOIN. I don't know how many people have told me about the interviews you did with service men when you used the Eisenhower transcription and tied it all into one show. It was tops!

Sincerely yours,

General Chairman

SFW:MW

Mr. John Carpenter, Special Events Director
Station KOIN
Portland, Oregon

and did it...

RADIO helped to alert the community... and to drive home the urgency of War Chest needs. The result—100%-plus subscription of toughest quota in Portland history.

Much of the success of radio's contribution was traced to Johnny Carpenter, KOIN Director of Special Events. His was an outstanding accomplishment as War Chest radio chairman.

...for the community!

CBS

PORTLAND OREGON **KOIN**

FREE & PETERS, Inc.
NATIONAL REPRESENTATIVES

Respects

(*Continued from page 46*)

Spadea, he also found another interest. Joe Spadea was tutoring a tall attractive brownette, Marion Hedly, in math at the time. She is now Mrs. Bob Buckley. They were married in June 1935, and have two children, Bob 7½ and Arthur, 2½.

Incidentally, Richard Buckley, partner of John Blair & Co., radio representative, is Bob's brother. This radio business runs in the family.

His athletic ability has held over from his college days. He can now brag of a golf score in the lower 80's. Skiing is another hobby. Practically every winter week-end finds him and young Bob skiing over the snow-covered highlands not far from New York City. He taught his son to ski about three years ago. In addition to going in for the sport of it, Bob is also chairman of the Snow Information Committee of the Sno-Chase Club.

For indoor sports, he goes for bridge, and was once champion bridge player of Rhode Island. Other favored activities include gin rummy, backgammon and squash.

'Queen' in New York

"QUEEN for a Day", Miles Laboratories Inc. program on Mutual, originated from New York from Nov. 26 to Dec. 5 where it starts it tour of the country's large cities. Agency is Wade Advertising Agency, New York.

GUESTS at a cocktail party given by Frank M. Russell, NBC vice-president, honoring David Sarnoff, RCA president, who is in Washington as a delegate to the Labor-Management Conference, included (l to r) Maj. Gen. J. A. Code Jr.; Mr. Sarnoff; FCC Chairman Paul Porter; FCC Commissioner William H. Wills.

Literary Records

SATURDAY Review of Literature, New York, is planning a series of recordings of great literary pieces to be sold as phonograph records. Magazine feels this will "overcome a deficiency in the radio field" by offering a million records of "good taste" to the public.

Albert Laughrey

ALBERT LAUGHREY, 32, news writer of Don Lee Broadcasting System, Hollywood, and recently returned from armed services, died at his Van Nuys, Cal., home on Nov. 17.

Coin Sets for Hotels

CONTRACTS calling for nearly $8,000,000 for nationwide hotel radio sets have been signed by Coin-O-Matic Hotel Radio & Television, Chicago, according to J. P. Griffith, vice-president and general manager. New company, incorporated in New Jersey two months ago with home offices in Chicago, will install approximately 35,000 five-tube superheterodyne sets in hotels throughout country. All sets will be coin-operated with basic charge 30 minutes for 10 cents and two hours for 25 cents. No central control will be used, with full range of standard band available.

Anderson to Address Radio Farm Directors

SECRETARY of Agriculture Anderson will discuss "Farm Radio and Agriculture's Reconversion" at Dec. 3 session of second annual convention, National Association of Radio Farm Directors, which opened two-day meeting Dec. 2 at Stevens Hotel, Chicago. On opening day Lee Hannify, UP farm editor, was to speak on "The Job of Reporting the Farm News From the Nation's Capital" and Bill Newton, British Broadcasting Corp., was to discuss "Farm Radio Broadcasting—BBC-VS-U. S. A."

Monday's speakers, in addition to Secretary Anderson, will be John Baker, chief, Radio Service, U. S. Dept. of Agriculture, on "The U. S. Department of Agriculture and RFD". Panel discussions are scheduled as follows: "Farm Radio Serving Agriculture in Peace", Wallace Kadderly, KGW Portland, Ore.; Ed Lemmons, WKY Oklahoma City; Ted Mangner, KMOX St. Louis; Homer Martz, KDKA Pittsburgh. "What Constitutes Good Farm Service on the Part of a Radio Station?" Nelson McIninch, KFI Los Angeles; Bill McDonald, KFAB Lincoln; Jim Chapman, WTAM Cleveland; Don Lerch, WEAF New York; "Relationship of Commercial Radio, USDA and State Extension Service", Dutch Elder, Iowa State College; Al Bond, KIRO Seattle; Bill Zipf, Ohio State College; Charles Stookey, KXOK St. Louis.

Larry Haeg, WCCO Minneapolis, is president of RFD and Herb Plambeck, WHO Des Moines, secretary.

Voltage Regulators

SYLVANIA Electric Products, industrial electronic division Boston, has announced three miniature cold cathode voltage regulators for 65-90 volt operation where currents range between two and three milliamperes and maximum voltage variation not exceeding three volts. Bulbs of the tubes are mounted in miniature polarized bayonet bases and enclosed in metal shield color coated for quick visual identification. Applications include cathode ray oscilloscopes, synchroscopes and other electronic instruments.

Benjamin Memorial

A HENRY BENJAMIN Memorial Fund, in honor of the late vice-president and director of Davega-City Radio Inc., New York, has been established as special feature of the radio industry campaign in support of the $30,000,000 appeal of the Federation of Jewish Philanthropies of New York for its building effort. Campaign started on Nov. 27 with a dinner at the Hotel Commodore, New York. Benjamin Abrams of Emerson Radio and Phonograph Corp., New York, has been named chairman of the division.

WE'RE WORKING IN ROANOKE!

Today more than ever before, Roanoke is one of America's *bright spots* for radio advertising. Unlike many communities, Roanoke is a *three*-big-industry city—steel, rayon, railroads. It is inconceivable that "post-war readjustments" will cripple or paralyze this *diversified* market.

***AND*—in Roanoke and Southwest Virginia, WDBJ *alone* gives you top coverage with only slight competition from either inside or outside stations. Your dollar buys more than one-third or one-half of a *chance* at the audience —*it buys the audience*, at lowest cost! Write us (or ask Free & Peters) for complete facts!**

CBS • 5000 WATTS • 960 KC

Owned and Operated by the

TIMES-WORLD CORPORATION

FREE & PETERS, Inc., Natl. Representatives

WDBJ ROANOKE VA.

WMT stands out in IOWA

WMT covers 126,500 square miles . . . reaching 3½ million people . . . at the lowest rate in Iowa per radio family.

Reach rich Iowa with WMT . . . the station that blankets most of Iowa's 2½ billion dollar yearly income . . . the station that covers an area 320 miles in diameter, 22 million acres of the nation's richest farm land.

Represented by the KATZ AGENCY

IT'S "BIG TIME"
IN THE EARLY MORNING

Star of a new pre-sun-up program on KFI known as "CORN-SHUCKERS JUBILEE" is none other than old Senator Fishface whom you've met from time to time on radio's top variety shows. The fast and garbled-talking Senator prefers to be introduced by his real name—"Cousin Elmore" Vincent—and from 5:30 to 6:00 a.m. daily except Tuesday he's dishing out a perfect mixture of humor and homey philosophy. Naturally we had a feeling that "Cousin Elmore" would catch on with listeners sooner or later, but frankly we were stunned to learn that, in the history of the station, the *unsolicited* mail response for his first five weeks on the air topped the initial count of any other entertainer scheduled at or near this early hour. Our Commercial Manager, George Whitney has now put a "for sale" tag on the "CORN-SHUCKERS JUBILEE." Get facts on costs from the KFI Sales Department or Edward Petry.

FOLKS BEHIND THE FOLKS
BEHIND THE MIKE

Prior to joining the KFI Staff in 1939, our Auditor, Ann Carlyle, spent six solid years traveling around the world on a philosophical research project. When asked about favorite places, she voted Indo-China the most interesting and Southern Italy the most beautiful. Even so, Ann is quite content to settle down in the San Fernando Valley where she and her husband have 52 acres of land upon which they intend to build.

CLEAR CHANNEL
640 KILOCYCLES **KFI** 50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

Webster, Budlong To Bermuda Meet

Frequency Allocations May Be Slated for Discussion

INDICATIONS that the U.S.-British Commonwealth Telecommunications Conference in Hamilton, Bermuda, would discuss frequency allocations was seen last week in the sudden departure by air from Washington of Commodore E. M. Webster, Director of Communications, Coast Guard, and Lt. Comdr. A. L. Budlong, his chief assistant, for Bermuda.

Assistant Secretary of State James C. Dunn, chairman of the American delegation, is understood to have requested the presence of the Coast Guard communications officers, both experts in the allocations field. They left Washington Tuesday.

Although frequency allocations were not on the official agenda, it was learned that the British Commonwealth delegates wanted to discuss informally such problems. Whether the discussions would be confined to Government and carrier frequencies could not be determined, although it appeared likely that the overall spectrum would be taken up informally.

Meanwhile a committee on press rates, headed by Sir Gurunath Bewoor of India, was named to study proposals by the U. S. delegation, submitted by FCC Chairman Paul A. Porter, vice-chairman of the American group, and those of the British Commonwealth. British Commonwealth speakers agreed in general that the American proposal for a ceiling of 20c a word between British areas and the U.S. was not an economic rate. The United Kingdom promised to present its own ceiling proposal later.

The U. S. proposal for a 3c press rate as the ultimate objective was met with the response by Commonwealth spokesmen that the British penny rate (about 1½c) was an instrument of policy introduced during the war and no change was contemplated. Britain offered to extend the rate, however, to the entire world. Mr. Porter pointed out that since American telecommunications companies were privately owned and not nationalized, American business needed to make a reasonable profit on its investment and likely could not compete with the 1½c rate.

LAURENCE HAMMOND, producer of "Keeping Up With the Wigglesworths" for the Sloan Foundation, producer of "America's Town Meeting" and radio director of Committee on Economic Development, and Millard C. Faught, associate information director of CED, are co-authors of "The Care and Feeding of Executives" (Wormwood Press, New York $2.50). Book includes chapters on "How to Engage a Secretary", "How to Pound a Table", "How to Dress Like a Big Shot" and similar subjects.

MANAGEMENT

ROBERT DONAHUE, manager of WLLH Lowell, Mass., since start of station in 1934, is new manager of WMAS Springfield, Mass. **DANA FITZGERALD**, formerly with Yankee Network, is new manager of WLLH.

CONGRATULATIONS were in order at the introductory luncheon given Gayle V. Grubb (l), new manager of American Broadcasting Co.'s KGO San Francisco, with Don Searle (c), American vice-president in charge of the western division, offering good wishes to Mr. Grubb and T. B. (Bev) Palmer, new manager of technical operations for the net's coast division, former manager of KGO.

COL. SAMUEL R. ROSENBAUM, former president of WFIL Philadelphia who was directing head of Radio Luxembourg for the Army during the war, will separate from the service early next year but will remain in the reserve. He was promoted to a colonelcy several weeks ago and was awarded the Legion of Merit, as well as decorations from the Duchy of Luxembourg, Czechoslovakia and other European nations.

JOHN D. SWAN has been appointed assistant manager of WCAX Burlington, Vt. He joined WCAX seven years ago as a time salesman, leaving in 1942 to join the Navy. He was captain of a PT boat on anti-submarine patrol in the Pacific.

JOHN ELMER, president of WCBM Baltimore, who has been named chairman of new NAB Employer-Employe Relations Committee, has called a meeting of that committee in Washington Dec. 7. Full committee membership has not yet been announced by NAB President Justin Miller.

WESLEY I. DUMM, operator of KSFO San Francisco and president of Universal Network, left Washington last Friday to return to his California headquarters after some six weeks in the East. He was accompanied by Mrs. Dumm.

Top Talent

WHEN A MAN came up on the stage and asked to take part in *Tennessee Barn Dance* broadcast every Saturday over WNOX Knoxville, Lowell Blanchard, m.c. was a bit startled. "Who are you and what can you do?" he asked. "I'm Congressman Luther Patrick from Alabama," he replied. "I used to do a spot on radio back in Birmingham." So he got five minutes on the show, reciting poetry and telling jokes. Joining in the applause from the audience, it was later learned, were Reps. Sparkman of Alabama, Engel of California, and Martin of Iowa, all in Knoxville on an inspection trip.

JOHN R. HOWLAND, former secretary of Zenith Radio Corp. and director of operations of its FM station in Chicago, has been released from active Army Signal Corps duty but is retaining his reserve commission as a colonel. He has returned to Zenith largely in his former capacity as assistant to President Eugene McDonald.

NICHOLAS ROOSEVELT, assistant to the publisher of the "New York Times" and radio liaison executive, which includes the operations of WQXR and WQXQ (FM) New York, leaves this week for about a month's vacation on the West Coast, where he maintains a home.

LT. EDGAR JONES, former assistant director of the FCC's Information Section, is back in the United States from Tokyo occupation activities. He was connected with Tokyo Radio, but his transfer to the United States was ordered because of a serious case of "jungle rot."

ROY HOFF, manager of CKWS Kingston, is father of a boy.

ROBERT F. KLIMENT, former program director of WEBR Buffalo, is now station director of WJPA Washington, Pa.

J. LEONARD REINSCH, managing director of the Cox Radio stations (WSB Atlanta, WHIO Dayton, WIOD Miami), is at home recuperating from an operation performed in Atlanta Nov. 16. He expects to return to his office this week.

ROBERT O. REYNOLDS, manager of KMPC Hollywood and president of Southern California Broadcasters Assn., has been appointed member of the Los Angeles Committee of Economic Development publicity division.

CARL BURKLAND, general manager of WTOP Washington, is in New York to present the WTOP promotion piece, "So You Think You Know Washington" to CBS Radio Sales.

EDGAR KOBAK, president of Mutual, was confined to his home last week with a severe sinus condition. George Clark, account executive of Mutual's Chicago office is in New York conferring with network executives and expects to return to Chicago the middle of the week.

SIDNEY J. FLAMM, managing director of WPAT Paterson, will be a speaker at the annual dinner of the Clifton, N. J., Chamber of Commerce on Dec. 11. His topic will be "The Romance of Radio".

C. L. MENSER, NBC vice-president in charge of programs, has accepted the co-chairmanship of the national radio division of the National Foundation for Infantile Paralysis 1946 March of Dimes campaign.

Concert Debut

DAVID STREET, tenor, and Helen Moore, soprano, will make their concert debut at Town Hall, Philadelphia, supported by Luigi Carnevale and the Pennsylvania Philharmonic Orchestra. Pair were discovered in auditions conducted by WPEN Philadelphia, under the direction of Norman Land, music specialist, and Joseph Franzosa, musical director. Station has been encouraging young, unknown artists and giving them air time. Miss Moore and Mr. Street, signed as a permanent duet with the WPEN orchestra, are featured daily on *Morning Bouquet of Melody*.

. . . WMAQ at 6:30 PM

In 1943 McLaughlin's Manor House Coffee completed plans for a 15 minute radio program. They wanted to reach the vast Chicago market, the nation's 2nd largest, where 2,855,700 families spend over $3,500,000,000 annually.

They checked station coverages, time availabilities and then chose—WMAQ, the Chicago station most people listen to most. Manor House Coffee has been on the air continually over WMAQ ever since. Their current program, "The Manor House Party," is heard Monday thru Friday at 6:30 PM.

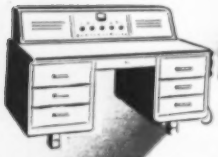
WMAQ—morning, noon and night—reaches the people who listen and buy. Information concerning time availabilities furnished upon request.

FIRST in CHICAGO
WMAQ
NBC
50,000 watts

The Chicago station most people listen to most

670 ON YOUR DIAL

We're ready now to produce t



AM and FM Consoles

The removal of restrictions on the production of broadcast transmitters has caught us right where you want us... ready *now* to produce the equipment.

Both **AM** and **FM** transmitters—and other broadcast equipment—can be scheduled now for delivery as soon as your order is received. And your order will be handled promptly, pushed along into its rightful spot on our production chart . . . you can get complete delivery information on any equipment shown on these pages by calling Westinghouse at the number shown on the opposite page.

The tough wartime service demanded of radio, understaffed maintenance programs and parts shortages have all contributed to the extra wear and tear on transmitters. This is doubly true for the more than 50% of the nation's **AM** transmitters that are over 10 years old.

But the war years have brought extra benefits, added gains in Westinghouse transmitter design. One of these is the "plus" value of station operation gained through 25 years of **AM** broadcasting. In addition, Westinghouse now operates five **FM** stations—more than any other company.

This shirt-sleeve experience in keeping stations on the air has been used to build more solid dependability and faithful performance into both **AM** and **FM** broadcast equipment. And we're ready now to produce it for you. For help in placing your order, wire or phone your nearest Westinghouse office. Or go directly to the Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa. Phone Atlantic 8400.

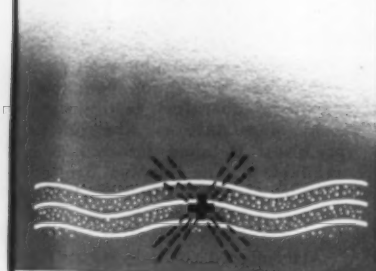
Reactors

Circuit Breakers

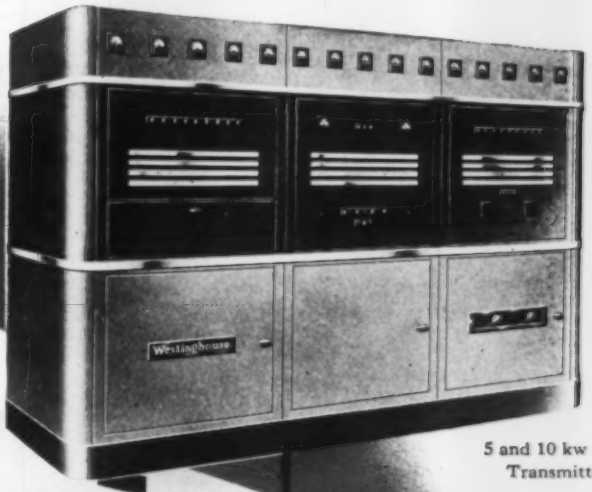
Regulators

1, 3, 10 and 50 kw FM Transmitters

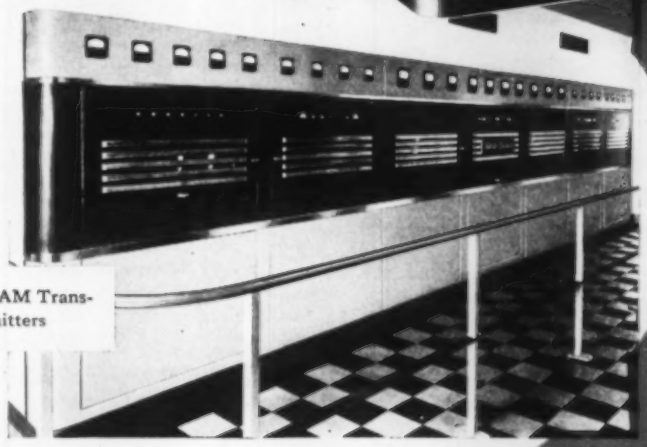
ce transmitters and fast!



Precipitron . . . The Electrostatic Air Cleaner

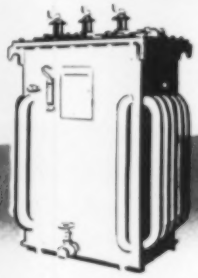


5 and 10 kw AM Transmitters



50 kw AM Transmitters

Air Conditioning Equipment



Transformers

Westinghouse

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

Electronics at Work

Durham

North Carolina's third largest city in population, second top city in retail and drug sales. This growing, spending community

makes

25% of all the nation's cigarettes. Now it's again in the hungry consumer spotlight as the large Durham Hosiery Mills and Golden Belt Mfg. Company start turning out

nylons

hose for your wife and Gal Friday. To dominate this market, one station does the trick at surprisingly low rates.

WDNC

Owned By Durham Herald-Sun Papers

Represented by Howard H. Wilson Co.

Commercial

LT. CLARENCE (Chic) DOTY joins American as account executive in spot sales department after three years with the Navy in South Pacific. **ARTHUR POPPENBERG** has resigned.

ORIN R. (Jim) BELLAMY, released from the Marine Corps as first lieutenant, is now on the sales staff of WCKY Cincinnati.

CHARLES G. BURKE, for two years sales manager of WJR Detroit, has been appointed director of operations, with **FRANKLIN C. MITCHELL**, former program chief, as assistant.

LEO B. KEEGAN, released from the Army, has returned to the sales staff of WHTD Hartford.

IN CHICAGO for premier broadcast of Sammy Kaye's "Sunday Serenade" for Raymond Labs Inc. over American Broadcasting Co., are (l to r) E. R. Peterson, American network salesman; Robert McKee, assistant net sales manager; John Pierre Roche, president of Roche, Williams & Cleary agency; Sammy Kaye; Raymond E. Lee, president of Raymond Labs Inc., St. Paul.

DICK WHITMORE, a newcomer to radio but with several years experience in advertising in the agency field, has joined the commercial department of WHBQ Memphis. He replaces **LOUIS BRAND**, who joins the advertising staff of B. Lowenstein & Bros., Memphis.

MILT CARLSON, account executive of Don Lee Broadcasting System, Hollywood, is father of boy.

BERT LEBHAR, executive director of sales of WHN New York known to sport fans as Bert Lee, was guest speaker at the Public Administration Forum at New York U. on Nov. 29. He presented an analysis of administrative problems and some significant trends of radio.

LT. ED DEVNEY, now on terminal leave from Army, has returned to New York office of Howard H. Wilson Co. to work with **BILL CLARK**, manager. Lt. Devney was inducted March 1942, last served as public relations officer of 460th Bomber Group.

E. C. HUGHES, with Navy discharge, has returned to KFWB Hollywood sales staff.

WCED Du Bois, Pa., 250 w on 1230 kc, a CBS outlet, has appointed Joseph Hershey McGillvra Inc., as exclusive national sales representative.

RICHARD GERKEN, recently discharged from the Navy after four years service, has joined New York sales staff of Joseph Hershey McGillvra Inc., station representative.

CHRIS JENSEN, formerly of KBUR Burlington, Ia., has joined sales department of KHMO Hannibal, Mo.

DORIS MATHISEN, former secretary of **ROBERT LAWS**, sales promotion and publicity director of KGO San Francisco, has joined Paul H. Raymer Co., that city, as assistant to **RAY RHODES**, northern California manager.

B. JAMES RICHARDS, former public relations officer aboard the USS Saratoga, has joined the sales staff of KFRC San Francisco.

KING HARRIS, with release from Navy and prior to that with NBC in sales capacity, has joined KSFO San Francisco as account executive.

RICHARD L. PURCELL, released from Merchant Marine after 38 months, is now with local sales department of WEBC Duluth. He formerly was with sales department of Vacuum Oil Co.

GEORGE CLIFFORD, former manager of Regional Radio Sales, Chicago, is father of a boy born Nov. 20.

Jordan Marsh Co. Signs For Newscasts on WCOP

CONTRACT for 12 quarter-hour newscasts a week for 52 weeks on WCOP Boston has been signed by Jordan Marsh Co., Boston, effective Dec. 10. It is said to be the largest department store contract placed in Boston.

Jordan's will sponsor the 8-8:15 morning news and the 11-11:15 evening news Monday through Saturday. Program content will be similar to *Voice of Washington*, sponsored by General Electric on WOL Washington. Name for the show will be chosen within a few days, and the station is now auditioning voices to handle the broadcasts. Copy will be written by WCOP's news staff.

R. H. Edwards, vice-president, signed the contract for Jordan Marsh Co.; Paul Hoag signed for Badger & Browning, the company's agency; A. N. Armstrong Jr. signed for WCOP.

AMERICAN program, "America's Town Meeting of the Air", sponsored by Reader's Digest through BBDO New York until Nov. 29, will continue on full network starting Dec. 6 as sustaining feature. Format will not be changed.

GREAT LAKES shippers have asked General Electric, Westinghouse, Sperry, RCA and Raytheon, as manufacturers of radar equipment, to install test installations on a number of cargo ships for purposes of safer navigation. Tests will start in the spring.

TWELVE World War II veterans were graduated Nov. 30 from the fifth class for announcers to be conducted by WEEI Boston.

BALTIMORE FACTORY OFFERED FOR SALE

RADIO and radar plant at Baltimore operated by Westinghouse Electric Corp. has been offered for sale as war surplus by the Reconstruction Finance Corp. It is described as suitable for production of radios or other light electrical equipment and will accommodate 1,280 employes.

Labor supply is ample, says RFC, with housing and transportation facilities improving. Location is 3601 Washington Blvd., in the Landsdowne section. Site contains almost 62 acres, including main factory, boiler house and truck sealing building. Factory contains 171,000 square feet.

Machine and portable tools along with other production equipment, furniture, laboratory, testing equipment and fixtures are on the premises. Detailed information is available at the Surplus Property Division of RFC's regional office, 7th and Main Sts., Richmond 19, Va.

Also offered for sale by RFC is the Radio Specialty Mfg. Co. plant at Portland, Ore., where radio crystals and small parts were produced. Property has one two-story building of brick, reinforced concrete and heavy wood construction, with basement. Total floor area is 15,000 square feet. General information can be obtained from any RFC regional office. Specific data are available at RFC regional offices in Detroit, St. Louis, New York, Louisville, Cleveland, Seattle, Los Angeles, New Orleans, Portland, Ore., and Nashville.

Crossland, Davis Get Farnsworth Positions

APPOINTMENT of George Crossland and Claude Davies as assistant managers of Capehart Sales Division of Farnsworth Television & Radio Corp. has been announced by I. C. Hunter, manager of the division.

Mr. Crossland, released from the Navy on Oct. 2 as a lieutenant, was district auditor for General Electric Contracts Corp. before joining Farnsworth in 1939. He was assistant sales manager of the Capehart division when he entered the Navy in 1942 as an ensign. Veteran of action in the Mediterranean and Pacific, he won 10 battle stars.

Mr. Davies, formerly sales manager of the Fort Wayne Printing Co. and also on the executive staff of S. F. Bowser & Co., has been with the Capehart company since 1929. During the war he was an expediter in the field for Indiana and Ohio, to speed up delivery of material for electronic war equipment. He has published several articles on business administration, salemanship and advertising.

NATIONAL Council of English Teachers has presented its first radio award to Norman Corwin, CBS writer-producer, "for the most notable contribution of the year to the development of new forms of artistic expression in the field of radio."

BILL WILSON IS BACK!!

Twice decorated, Lieut. William M. Wilson saw a lot of action in a number of major engagements. He served as Communications Officer on the Staff of Admiral Oldendorf in the now famous battle of Surigao Straits.

We are happy to announce that Lieut. William M. (Bill) Wilson, who has been on leave of absence to the U. S. Navy for the past three years, is back in "civvies" and back in charge of the New York office of the William G. Rambeau Company. We believe that all of Bill's good friends in the advertising agencies will be as proud and happy to welcome him home as we are. Welcome home, Bill!

WILLIAM G. RAMBEAU COMPANY

Radio's First Special Representatives

NEW YORK CHICAGO LOS ANGELES

In
ROCKFORD
ILLINOIS
It's
WROK
ROBERT S. CONLAN SURVEY
Sunday thru Saturday

MORNING

WROK	42.1
Station A	25.1
Station B	13.2
Station C	15.1
Others	4.5

AFTERNOON

WROK	33.4
Station A	18.3
Station B	16.4
Station C	26.1
Others	5.8

EVENING

WROK	31.3
Station A	21.6
Station B	11.3
Station C	30.1
Others	5.7

WROK
DOMINATES!
★
NAT'L. REP.: HEADLEY-REED
AMERICAN NETWORK

WWDC Proves Medium Acts Fast in Emergency

HELPING restore local transportation service, aiding to combat infantile paralysis, and enlisting blood donors to save a life were all part of a recent day's activities at WWDC Washington. Writing to Chairman Paul A. Porter of the FCC, Ben Strouse, WWDC manager, reported that on Nov. 21 the station turned over its facilities to a representative of the striking transit workers to appeal to union members to return to work as the government had taken over the lines.

Service was back to normal soon afterwards. The same evening, a commercial program was cancelled for a special show in behalf of infantile paralysis sufferers. Late that night, the station sent out calls for Type O blood to save a young mother who suffered hemorrhages following childbirth. Within 15 minutes the hospital received 10 visits and 80 calls. At last reports, the patient was recovering.

Walker Pays Tribute To Dr. Robert Neuner

TRIBUTE to the work of Dr. Robert Neuner, FCC special counsel on loan to the Office for the Prosecution of Axis Criminality, who died in Washington Nov. 23, was paid last week by Acting Chairman Paul A. Walker.

In a letter to Mrs. Neuner, Mr. Walker cited Dr. Neuner's published articles as "among the most reflective expositions of the principles of international law underlying the concept that there are crimes against nations and peoples which may be tried and punished by an international tribunal."

Dr. Neuner joined the Commission in November of 1942 for special work on domestic foreign language broadcast matters. Later he was assigned to the Common Carrier Division where he handled international communications problems. He had lectured at Yale and Harvard law schools, U. of Prague and U. of Munich over a period of 17 years. He came to the U. S. from Czechoslovakia in 1939 and became an American citizen. He was 47.

American Transformer To Construct New Plant

PLANS for a new plant for American Transformer Co. of Newark, to be built on Vauxhaull Road in Union Township, have been announced by President Thomas M. Hunter.

Mr. Hunter said the site had been bought through David T. Houston Co., Newark, and that the company planned to construct the first unit of the plant immediately and move a large part of the operations from Newark to Union within the next year. Entire operations eventually will be moved, he said. Extensive postwar operations are being planned, he asserted, in anticipation of employing approximately 1,500 workers.

The company, founded in 1901, manufactures transformers, rectifiers, amplifiers and specialty testing equipment, specializing in electronic equipment and small transformers for radio applications.

Improvements in Facilities Are Planned By 65 Stations Affiliated With American

WITH THE END of the war, 65 stations affiliated with American are planning improvements in facilities impossible in wartime to better their service to audiences and advertisers, according to a partial list compiled by the network's station relations department from FCC reports and data supplied by the stations. In addition, one new station, WPOR Portland, Me., will join American as soon as it begins operation, probably by the first of the year.

Of the 65 stations planning improvements, applications of two have already been granted by the FCC. KMLB Monroe, La., is licensed to change its power from 250 w to 1,000 w and frequency from 1230 kc to 1410 kc. KABC San Antonio has been authorized to shift from 250 w on 1450 kc to 10,000-50,000 w on 680 kc. KABC is expected to be operating on its new power about Dec. 1. Of the other stations planning changes, 41 have already filed applications with the FCC. Full list of proposed changes follows:

		Present Facilities		New Facilities		
Station	Market	Power	Frequency	Granted	Proposed	Frequency
WCOP	Boston, Mass.	500	1150		5,000*	1150
WLAW	Lawrence, Mass.	5,000	680		50,000*	680
WFIL	Philadelphia, Pa.	1,000	560		5,000*	560
WFCI	Providence, R. I.	1,000	1420		5,000*	1420
WSPR	Springfield, Mass.	500 (1 kw)	1270		1 kw-U*	1270
WAGE	Syracuse, N. Y.	1,000	620		5,000*	620
WTRY	Troy, N. Y.	1,000	980		5,000	980
KCMO	Kansas City, Mo.	5,000	1480		10-50 kw*	810
WTCN	Minneapolis, Minn.	1 kw (5 kw)	1280		10,000*	710
WTOL	Toledo, O.	250	1230		5,000*	540
WGR	Buffalo, N. Y.	1 kw (5 kw)	550		5 kw-U	550
WROK	Rockford, Ill.	500 (1 kw)	1440		5,000*	1440
WSAZ	Huntington, W. Va.	1,000	930		5,000*	930
WREN	Lawrence, Kans. (Moved to Topeka)	1 kw (5 kw)	1250		5,000*	1250
WFMJ	Youngstown, O.	250	1450		5,000	..
WLEU	Erie, Pa.	250	1450		5,000	..
WLVA	Lynchburg, Va.	250	1230		1,000*	610
WSLS	Roanoke, Va.	250	1240		1,000*	590
WBTM	Danville, Va.	250	1400		1,000*	1390
WFTC	Kinston, N. C.	250	1230		5,000*	590
WGAC	Augusta, Ga.	250	1240		1-5 kw*	580
KXEL	Waterloo, Ia.	Will increase height of antenna to .53 wave length for increased coverage.				
WGCM	Gulfport, Miss.	Now laying 40,000 feet of copper wire for new ground system to increase coverage.				
KRBC	Abilene, Tex.	250	1450		1 kw-U*	1470
WACO	Waco, Tex.	250	1450		250*	1230
WTAW	College Station, Tex.	1 kw-D	1150		1 kw-U*	1470
KFDM	Beaumont, Tex.	1,000	560		5,000	560
KEX	Portland, Ore.	5,000	1190		50,000*	1190
KPRO	Riverside, Cal.	1,000	1440		10,000	..
KGO	San Francisco	7,500	810		50,000*	810
KPMC	Bakersfield, Cal.	1,000	1560		10,000	1560
KENO	Las Vegas, Nev.	250	1400		1,000*	970
WGH	Norfolk, Va.	250	1340		5,000	..
KGA	Spokane, Wash.	10,000	1510		50,000	..
WMFJ	Daytona Beach	250	1450		1,000	..
KELD	El Dorado, Ark.	250	1400		1,000	..
KNOW	Austin, Tex.	250	1490		1-5 kw-U	..
WPOR	Portland, Me.	..	..	250	..	1450
CJBC	Toronto	5,000	1010		50,000*	..
CFCF	Montreal	500	600		5,000*	600
WDSM	Duluth-Superior	250	1230		5,000	..
WWPG	Palm Beach, Fla.	250	1340		1,000*	1420
WAIR	Winston-Salem, N.C.	Will change antenna site to increase coverage considerably.				
WCBS	Springfield, Ill.	To erect new 450 foot tower on new site and install new transmitter with resultant increase in coverage.				
WMRC	Greenville, S. C.	250	1490		250*	550
WPDQ	Jacksonville, Fla.	5,000	1270		5,000*	600
WGBS	Miami, Fla.	10,000	710		50,000*	710
WOLS	Florence, S. C.	250	1230		1,000*	930
WRRF	Washington, N. C.	1,000 (D)	930		5,000 (D)*	930
WJHL	Johnson City, Tenn.	1,000	910		5,000*	910
WSGN	Birmingham, Ala.	1-5 kw	610		10-50 kw	..
KMLB	Monroe, La.	250	1230	1 kw DA-U	..	1410
WSLI	Jackson, Miss.	250	1450		5,000*	930
WMOB	Mobile, Ala.	250	1230		1,000	..
WDEF	Chattanooga, Tenn.	250	1400		1-5 kw*	1370
KOME	Tulsa, Okla.	250	1340		5,000*	960
KABC	San Antonio, Tex.	250	1450	10-50 kw	..	680
KBST	Big Spring, Tex.	100	1490		250*	1490
KEEW	Brownsville, Tex.	250	1490		1,000*	910
KWBU	Corpus Christi, Tex.	50 kw (D)	1030		50 kw-U*	1030
KFBI	Wichita, Kans.	1-5 kw	1070		1-10 kw*	1070
KGGF	Coffeyville, Kans.	500 (1 kw)	690		1 kw-U*	690
WCOL	Columbus, O.	Will purchase 400 foot half-wave antenna and change location to increase coverage.				
WLAP	Lexington, Ky.	250	1450		5 kw D* 1 kw N	630
KFDA	Amarillo, Tex.	250	1230		1 kw D&N*	790
WBIR	Knoxville, Tenn.	250	1240		..	..
		(Conducting survey for transmitter site to improve coverage)				

*Indicates applications already on file with FCC.

CAB Pocket Report

COOPERATIVE Analysis of Broadcasting is mailing members blueprints of a new pocket report, to contain ratings of all network commercial programs, shown by day and hour for both daytime and evening programs, and, in addition, to list all programs in order of their ratings. CAB plans to issue the new pocket reports twice a month, starting Jan. 7.

Now—MATCH THEIR BEST WITH YOUR MOST IN THE VICTORY LOAN!

Top off your good work on your Payroll Savings Plan with an outstanding showing in the Victory Loan—our last all-out effort!

Help bring our boys back to the homes for which they fought—and give our wounded heroes the best of medical care—by backing the Victory Loan! You know your quota! You also know by past war-loan experience that your personal effort and plant solicitation are required to make your quota.

Sell the New F.D. Roosevelt Memorial $200 Bond through your PAYROLL SAVINGS PLAN!

In rallies, interdepartmental contests, and solicitations, promote the new Franklin Delano Roosevelt Memorial $200 Bond! Better than "cash in hand," Victory Bonds enable the buyers to build for the future—assure a needed nest egg for old age.

Keep on giving YOUR MOST to the Victory Loan! All Bond payroll deductions during November and December will be credited to you. quota. Every Victory Bond is a "Thank You" to our battle-weary men overseas—also a definite aid in making their dreams of home come true! Get behind the Victory Loan to promote peacetime prosperity for our returning veterans, your nation, your employees--
and your own industry!

The Treasury Department acknowledges with appreciation the publication of this message by

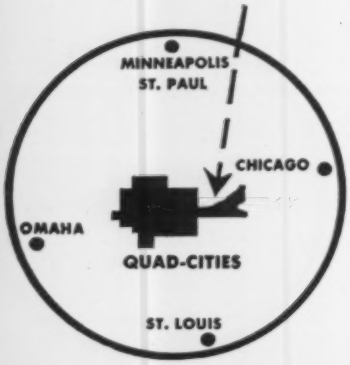
BROADCASTING PUBLICATONS INC.

VICTORY LOAN

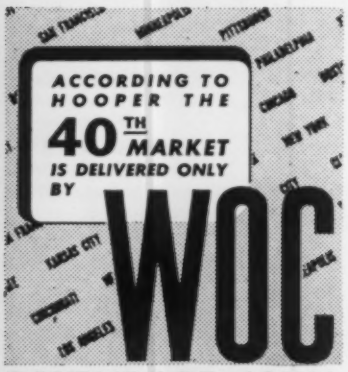
This is an official U. S. Treasury advertisement prepared under auspices of Treasury Department and War Advertising Council

BLACKHAWK BREWING CO. buys WOC for the QUAD Cities

(DAVENPORT, ROCK ISLAND MOLINE, E. MOLINE)



Since 1943, Hooper and Conlan surveys have shown that only WOC delivers the Quad-Cities — the largest metropolitan area between Chicago and Omaha; and between Minneapolis and St. Louis. It's the 40th retail market in the nation, with approximately 218,000 population.



DAVENPORT, IOWA

B. J. PALMER, President

BURYL LOTTRIDGE, Manager

BASIC AMERICAN NETWORK

5000 WATTS—1420 Kc.

FREE & PETERS, INC., National Representatives

AGENCIES

SIXTEEN of more than 70 members of Newell-Emmett Co., New York, have returned to their former positions within the last month after serving with the armed forces. They include: **RUSSELL K. JONES** and **J. FRANK GILDAY**, account executives; **GEORGE OGLE**, radio department; **AUGUST BLOT**, **ALBERT KING** Jr. and **WILLIAM MOST**, production; **NORMAN D'ESTERRE**, media; **J. KENNETH CAGNEY**, **CHARLES DUFFY** and **JOHN S. WILLIAMS**, service; **FRANK COVELLO** and **ROBERT PARSONS**, checking; **RAYMOND J. HOWE**, research; **ALBERT SANFORD**, accounting, and **WALTER SESSE** and **HOWARD WILCOX**, art department.

E. C. (Jimmy) KRAUTTERS, veteran Cincinnati radio executive, has resigned from WLW Specialty Sales Inc. to join Rieser - Ernest & Assoc., Cincinnati marketing-advertising agency. He served WLW-WSAI several years as traffic manager, continuity director, general manager of WSAI and in sales. For two years he was sales manager of WCKY Cincinnati, returning to the Crosley organization three years ago to head the Fort Wayne, Ind., office of Specialty Sales.

Mr. Krautters

MAURICE BOEREZ, a member of the J. Walter Thompson Co. Paris office for many years, has arrived in New York.

ARTHUR MOORE, formerly with the Young & Rubicam, New York, talent department, has joined Kenyon & Eckhardt, New York, as member of radio production staff.

WILLIAM R. STEARNS, formerly head of his own creative service for agencies and recently general manager of Theodore J. Funt Co., New York, has joined Norman D. Waters & Assoc., New York, as executive head of creative department.

LESTER L. WOLFF, president of Lester L. Wolff Adv., has been named head of the marketing and advertising department of Collegiate Secretarial Institute.

PETER KEVESON, of the copy department of Lennen & Mitchell, New York, has been promoted to radio copy chief.

LT. WILLIAM H. KEARNS, after two and a half years with the Navy, has rejoined Ted Bates Inc., New York, as vice-president and account executive.

MICHAEL AMES, after two and a half years with War Department Special Services, has joined David O. Alber Assoc., New York, as account executive.

COMDR. GRAHAM S. MASON joins Lewis & Gilman, Philadelphia, as radio director.

HELEN PARKS, former member of publicity staff of WCAU Philadelphia and more recently with Fox & McKenzie Agency, has joined copy staff of Ward Wheelock Co., Philadelphia.

HENRI BEAUCHAMP has returned to Pedlar & Ryan Inc., New York, to resume handling Canadian advertising of agency's accounts, following two years with French forces and three with U. S. Army Intelligence Corps.

YOUNG & RUBICAM, New York, has placed its radio time buying department under media department headed by **ANTHONY V. GEOGHEGAN**, vice-president in charge of media, effective immediately. Agency believes station relations is part of media rather than radio department.

JOHN C. BELFIELD, Detroit manager for Good Housekeeping magazine and formerly for 12 years with N. W. Ayer & Son, has joined Lewis & Gilman, Philadelphia, as account executive.

ANDERSON, DAVIS & PLATT, New York, has been elected to membership in American Association of Advertising Agencies.

HOWARD G. HOPSON has opened Hopson Advertising Agency at Commercial Trust Bldg., Philadelphia.

ROBERT HENTZ, with release from Army, has joined Western Adv., Los Angeles, as producer. Prior to service he was with John Stovery Agency, Columbus, O.

MAJ. AUSTIN PETERSON, former program director of AFRS Hollywood and prior to that West Coast story editor of Young & Rubicam, has joined Ted Bates Inc. as vice-president in charge of Hollywood office. He currently produces NBC "Kay Kayser's Kollege of Musical Knowledge", replacing **PAUL PHILLIPS**, resigned. Series now originates from Hollywood after completing approximately five-year tour of camps, bases and hospitals in the U. S. Tour also included 70 shows in the South Pacific war theater area.

JOHN MESSLER has been appointed vice-president and copy chief of Leon Livingston Adv., San Francisco. Active in western advertising for 20 years, he was for nine years account executive of Foote, Cone & Belding, Los Angeles.

FRANK FAGAN, New York vice-president of Young & Rubicam, plans to visit West Coast in early December for conferences with agency executives.

LT.-COL. JOSEPH SILL Jr., after four and a half years with the Army and most recently director of information and education in the India-Burma theater of operations, New Delhi, India, has returned as account executive to Brisacher, Van Norden & Staff, Los Angeles.

KAY LEE, former head of continuity and sales assistant at WSLS Roanoke, Va., is now radio director of Houck & Co., Roanoke agency.

LISETTE LOPEZ, formerly consultant on the compilation of French and Spanish dictionaries with the Education and Information Division of the War Dept., has joined the foreign department of McCann-Erickson.

E. L. DECKINGER has returned to the Blow Co., New York, as research director. For three years he has been with Office of Scientific Research & Development. **BOB GOLDSMITH** has returned to the copy department of Blow following three and a half years with the Army.

DON BYRON RANSBURG has been appointed executive for Allied Advertising Agencies of Florida on account of State of Florida. A million dollar advertising campaign to include radio composes account. Ransburg is former advertising manager of Communications Inc., Coral Gables, Fla.

JULES F. BERNARD has returned to Ross Roy Inc., Detroit, as production manager following release from the Army.

S. S. SHERRIS, Air Forces veteran, and in advertising for 15 years, has joined Henry J. Kaufman & Assoc., Washington. He was "missing in action" for several months over Greece.

STORRS HAYNES, in the armed services for the past year, has returned to the executive staff of the radio department of Compton Adv., New York.

CAPT. SETH DENNIS, released from the Army after three and one-half years, has joined the account executive staff of BBDO, New York.

RITA HENNESSY, former editor of "China and Glass", has joined the copy staff of John A. Finneran Inc., New York, and **AL MAURO**, formerly with Norman D. Waters Inc., has joined the same agency as production manager.

H. L. BOGART returns to public relations and publicity department of J. M. Mathes Inc., New York, after 20 months in Army.

JOHN D. SCHEUER, vice-president and director of William H. Weintraub & Co., New York, for three years, has been appointed general manager of agency.

FULTON DENT, former executive vice-president of National Radio Records, New York, has been named coordinator of radio and screen advertising of Motion Picture Advertising Service Co., New York.

W. D. HANNAH, recently discharged from Canadian Army, has joined radio department of Cockfield Brown & Co., Montreal. Before enlisting he was with the RCA Victor Co., Montreal.

FARAON J. MOSS, formerly head of his own advertising agency, released from Army as captain, has joined The Shaw Co., Los Angeles, as account executive.

ELON G. BORTON, president of Advertising Federation of America, has been appointed chairman of the advisory board sponsoring the Veterans' Guidance in Advertising movement in New York. **ALLEN T. PREYER**, president of the Advertising Club of New York, was named chairman of the program's executive committee. Other executive committeemen are **WARREN JENNINGS**, Radio Executives Club of New York; **PAUL ELLISON**, Assn. of National Advertisers; **P. J. KELLY**, Sales Executives Club; **HORACE H. NAHM**, Mail Advertising Service Assn.; **WALTER SULLIVAN**, American Assn. of Advertising Agencies; **HARRY DUNLAP**, Periodical Publishers Assn. **RUTH C. PERRY** is executive director.

LT. COMDR. W. C. GEOGHEGAN Jr. has returned to Lennen & Mitchell, New York, as account supervisor, after two and a half years in the Navy.

WILLIAM G. IRVING, formerly with the New York Times, has been appointed director of the newly established community advertising division of A. W. Lewin Co., New York.

ATOM ADVERTISING Service, New York, is new agency formed by **J. I. BERNSTEIN**, released from the Army after three and a half years, and **M. C. KUNIN**, formerly with Argonne Advertising Service, New York. Offices are at 475 Fifth Ave. Accounts include Quality Photo Labs, Brooklyn; John's Marketing Service and Electric Coding Co. (music box maker), New York.

GEORGE A. VOLZ, former general manager of St. Louis Surfacer & Paint Co. and advertising manager of Shell Oil Co., is new account executive with Gardner Adv., St. Louis.

DANIEL R. PROSNIT and **HUBERT K. SIMON**, released from the armed forces, have reopened their agency, Timely Associates Advertising, at 70 E. 45th St., New York 17. Telephone: Murray Hill 4-0286-7.

Talent Contest

NINTH annual scholarship competition for young Canadian composers, conducted by the Composers, Authors & Publishers Association of Canada, will award its customary $750 scholarship to the Toronto Conservatory of Music and cash awards amounting to $250 to winning contestants after close of contest for best musical manuscripts, on March 31, 1946. Contest is conducted for people under 22 years, as a cultural movement to encourage Canadian talent by making educational facilities available to those of outstanding merit.

To Entertain

JOSEPH HERSHEY McGILLVRA Inc., Chicago office, and Willie Kissick, manager, will entertain midwestern agency and radio executives Dec. 14 at a cocktail party at the Tavern Club, Chicago.

American Covers Met

OPENING night at the Metropolitan Opera in New York on Nov. 26 was broadcast in its entirety on American network, 8 p.m. to conclusion. George Hicks, American announcer, interviewed stars and guests.

"Hungry? No, it's just that I like the Alka-Seltzer program on WFDF Flint."

"Throw Your Voice Where It Will Do the Most Good!"

WXYZ maintains an aggressive Promotion Department insuring advertisers the best possible results. Tested types of promotion guarantee sponsors outlets to all potential customers!

Leading Advertisers know that Detroit is the most responsive and fastest moving market in the world... and they pick WXYZ because this station completely covers the Detroit area . . . where there is a market with a billion dollar buying power.

(Key Station of the Michigan Radio Network)

Affiliated with the American Broadcasting Company, Inc.

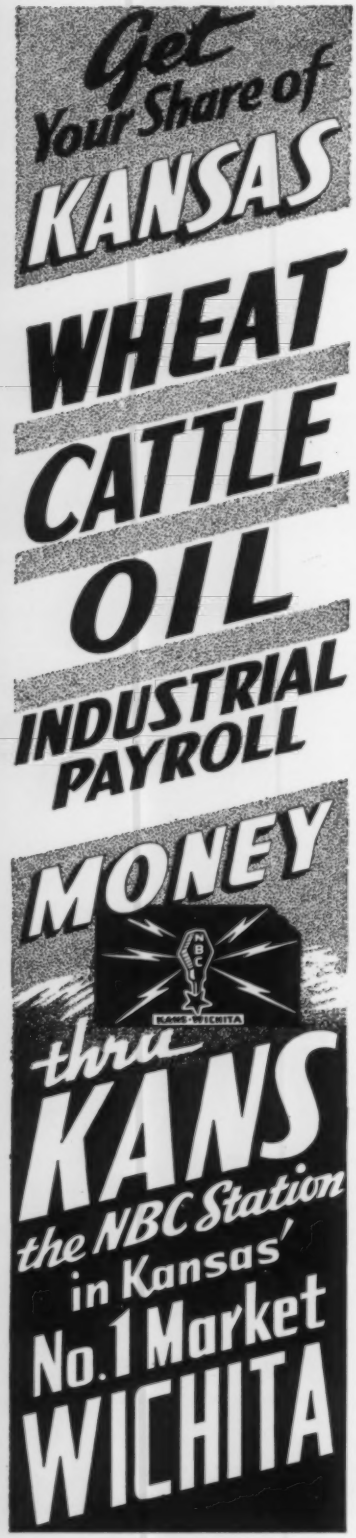
Owned and Operated by the

KING-TRENDLE BROADCASTING CORPORATION

1700 Stroh Building • Detroit 26, Michigan

Represented by the Paul H. Raymer Co.

... WXYZ



Represented by

HEADLEY-REED COMPANY

New York : Chicago : Detroit

Atlanta : San Francisco : Los Angeles

On The Service Front

All Surplus Radio Equipment Must Be Sold Through RFC

DISPUTE over the surplus radio and radar equipment "abandoned" by the Army Air Forces near Wright Field, Dayton, as reported by the AP, was clarified last Monday by Lt. Col. R. V. Waters, public relations officer for the Air Technical Service Command.

According to the AP story, ham radio operators had attempted to buy some of the equipment but "received no encouragement" from the AAF, and the materials were being "damaged by the weather".

"All that equipment has been declared surplus," Col. Waters told BROADCASTING, "and the Army couldn't give away or sell 10c worth. As soon as the Army is finished with it, it is in the hands of the RFC. Their lack of manpower makes quick disposition impossible."

He said that as to the equipment being damaged by the weather, all of it is crated, and has been waterproofed, fungus-proofed, and tropicalized, made ready for overseas shipment, or just returned from overseas, and a little Stateside weather would do no damage.

"However," he said, "for future reference, it should be made clear that the overwhelming majority of the Army electronic surplus material is about as useful in amateur or commercial radio as a battleship is to a yacht club. There may be a tube or a switch that would be useful to a civilian, but most of it is built for a particular type plane, or for purely military purposes. The radios are on very short range, for communication between aircraft, and would be too short range for any practical purposes.

"Going through that mass of material for a few switches or a dozen tubes," he concluded, "would cost the Government far beyond its worth to anyone."

* * *

GI Writers

WOUNDED veterans have formed a GI Writers' Workshop at Halloran General Hospital, Staten Island. Vets will be given opportunities to write, produce and enact radio plays. Workshop is under the direction of Henrietta Sharon, a social worker. Finished productions are transmitted overseas through "Voice of America" shortwave radio.

* * *

Marshall Sent to Holland

LAWRENCE MARSHALL, formerly engineer in charge at CBK Watrous, Sask., is now attached to the CBC Overseas Unit in Holland, where he assisted in putting Radio Hilversum on the air for the Canadian Army. On the production staff of Radio Hilversum is S/Sgt. Wilf Davidson, formerly of CKY Winnipeg. Capt. Brian Shellon, manager of Radio Hilversum, and before joining the Canadian Army, manager of CJKL Kirkland Lake, Ont., is on his way back to Canada for discharge.

* * *

Dodderidge With Bradley

MAJ. WILLIAM H. DODDERIDGE, executive officer in AAF training division, on terminal leave, has joined the Veterans Administration as administrative assistant to Gen. Omar N. Bradley. He formerly was on the editorial staff of BROADCASTING.

* * *

Good Old Commercials

"DIAL DUST" in an October issue of the *Daily News* from Noumea, featured a soldier's reminiscence of commercial radio. The issue reached BROADCASTING last week. Author Bruce Collier, program supervisor of the AFRS station on Noumea, WVUS, and former commercial manager of KFYO Lubbock, Tex., lists the probable costs to "advertisers" on the 1000 watter if charges were made in the usual manner.

Sample on the statement is "Naval Observatory, Arlington . . . $3,570 (2040 time signal announcements @ $1.75)." After Red Cross is question mark, then a note to auditors: "This account apparently has far exceeded its budget, and it will be necessary for us to take over the firm . . . Suggest . . . changing the name to 'American Red Cross—a member of the Mosquito Network.'

"Oh, commercial radio will be nice again . . ." he dreams on.

* * *

Shannon on Record Flight

LT. COL. FRANK J. SHANNON, former technician at WCAU Philadelphia, was the radio operator of the crew of the B-29 which broke the world's nonstop flight record Nov. 20, flying from Guam to Washington.

* * *

Col. Finley Gets Bronze Star

LT. COL. MARK FINLEY, former publicity director of Don Lee Broadcasting System, Hollywood, and now Army public relations officer of Delta Base section, Marseille, France, has been awarded the Bronze Star. He was cited for "superior ability in his skillful use of writing, cinema, radio and still photographic arts in presenting the story of the U. S. Army's Delta Base personnel and operations to the American people and their Allies. The reactions were immediate and positive, reflecting great credit upon the U. S. and building prestige with a press and radio suppressed by four years of Nazi tyranny."

His staff produced hundreds of three-minute broadcasts for the U. S., using wire recorders. Working with Radio Diffusion Francaise, he also assisted in the production of French materials both live and transcribed.

* * *

Spitz Returns

FIRST LT. WILLIAM SPITZ, formerly of Spitz & Webb Advertising, Syracuse, has returned to Syracuse on terminal leave from the Army. He was in ETO for two years, working on incendiary bomb developments for the 9th Air Force. He is returning to the agency.

* * *

Radio Record

RADIO SECTION, Public Relations Office at Camp Crowder has issued a report on its radio activities to date, showing that the group has produced 26 consecutive weeks of radio entertainment, filling 352 air segments, and totalling nearly 92 hours of air time. Stations which have participated are KGGF KMBC KOAM KVOO KWTO WMBH. The section is supervised by Sgt. Ben K. Park, former prize-winning documentary director and production manager of WHA Madison, Wis.

CALLING THE PLAYS for the Assam Tea Bowl Series football games is Sgt. Jay G. Jackson, WBNS Columbus, O., now station manager of VU2ZV Chabua, India. The ASF Assam Dragons took the AAF All Stars 14-6 that day. At the mike for colorful half-time ceremonies was Capt. Frank Goss, CBS Hollywood. Engineer was Cpl. Gene Sayet, WIP Philadelphia, and spotting was Sgt. Mack Fuller, of KOMA Oklahoma City. Broadcast was carried by 1-B network stations in Burma and India.

BBC Names New Head

LEONARD MIALL, former head of New York office of British Political Warfare Division and previously in charge of BBC's German talks department, has been appointed head of BBC Washington news division. He is scheduled to arrive shortly from London. Mary Hone will be his assistant. James Dyrenforth, writer of several musical comedies, employed by BBC during war, will look after BBC interests in Hollywood.

SPONSORS

FERRY-MORSE Seed Co., Detroit, vegetable and flower seeds, Jan. 19 starts for 18 weeks "Garden Gate" with **TOM WILLIAMS** on full CBS network, Sat. 9:15-9:30 a.m. Program was sponsored by company for 13 weeks on all CBS stations starting last February. Agency is MacManus, John & Adams, Detroit.

POPULAR HOME PRODUCTS, New York (Staze), starts **HENRY GLADSTONE'S** newscasts on WOR New York three times weekly for quarter-hour broadcasts starting Jan. 7. Contract for 52 weeks was placed through Raymond Spector Co., New York.

BOWMAN GUM Co., Philadelphia (Warren's gum), has started a spot announcement campaign on 150 stations. Contracts range from 13 to 52 weeks. Agency: Franklin Bruck Adv., N. Y.

LOS ANGELES BREWING Co., Los Angeles (Eastside beer), on Dec. 3 expands from quarter-hour to 30 minutes and renews for 52 weeks, the five-weekly recorded musical program "Mild & Mellow" on KHJ Hollywood. Agency is Lockwood-Shackelford Adv., Los Angeles.

INDUSTRIAL MANAGEMENT Corp., Los Angeles (Insect-O-Blitz), Dec. 1 started for 52 weeks sponsoring "Voice of the Moment" on 10 CBS Pacific stations, Saturday 5-5:15 p.m. (PST). Besides dramatic cast, program features Bob Purcell as narrator, with Jim Matthews, announcer. Lou Holzer is producer of Lockwood-Shackelford Adv., Los Angeles agency servicing account.

DAVID AARONS, publicity director of Gimbel Bros., Philadelphia, is to address Dec. 5 luncheon panel session of American Television Society on "Department Store Television", reporting on results of store's recent experience with half-hourly telecasts from a central studio to some 20 sets located throughout the store. Session will be held at Hotel Sheraton, New York, with **FRED KUGEL**, publisher, Television Magazine, as chairman.

EDEN CO., New York (Garden of Eden perfume), has appointed Patjens Adv. Co., New York, to handle advertising campaign. Spot campaign will start about Dec. 10 in New York, Boston and Detroit.

POTTER DRUG & CHEMICAL CORP., Medford, Mass (Cuticura soap and ointment), will begin sponsorship of quarter-hour transcribed "Romance and You" effective Dec. 24 for 52 weeks, six times weekly on WEAF New York. Agency is Atherton & Currier, N. Y.

E. F. KREIN, advertising manager of Massey-Harris Co., Racine, Wis. (farm equipment), has been appointed to new position of merchandising manager.

JAMES H. DALTON, assistant advertising manager, becomes advertising manager. Company appointed Klau-Van Pietersom-Dunlap Assoc., Milwaukee, as advertising agency effective Dec. 1, with **A. R. McGINNIS**, agency vice-president, in charge of account, and **PAUL NORDLOH** as account executive.

JAMES W. EBEN, released from Marines as captain, has been appointed director of advertising and public relations of United Aircraft Products Inc., Dayton and Los Angeles. He is former member of city and radio staffs of Newark Evening News.

SONG HITS MAGAZINE, New York, starts half-hour teen-age program, "Campus Club", on WOR New York on Dec. 15 for 13 Saturday broadcasts. Program aims to promote tolerance among high school and college students. Each broadcast will feature "Date with a Disc", when three students sing on program with Enoch Light's orchestra and winner makes a record, to be put out by Guild Records Inc., New York. Alan Courtney is m. c. Agency is Donahue & Coe, New York.

PURITY BAKERY CORP., Chicago, has appointed Young & Rubicam, Chicago, as agency for the Grennan Cake Division, effective Jan. 1. Radio will be used.

JACQUES Mfg. Co., Chicago (KC Baking powder), has placed all advertising with MacFarland, Aveyard & Co., Chicago. A radio advertiser, account is to be expanded in 1946.

NEW BUSINESS for "A Date With Music", quarter-hour series transcribed by Charles Michelson Inc., Boston, includes Everybody's Dept. Store, Fort Worth, Tex., 13 weeks on KFJZ Fort Worth, and Lever Bros. Ltd., St. Johns, Newfoundland (Green Label margarine), five-weekly for 26 weeks on VONF St. Johns. Nehi Bottling Co., Steubenville, O., has signed for 26 weeks sponsorship of half-hour transcribed "The Shadow" on WSTV Steubenville. Kentucky Utilities Co., Paducah, Ky., has signed for 8 week sponsorship on WPAD Paducah of "Hymn Time".

CALTENE Corp. (Drop-O-Lemon) is planning an expanded advertising and merchandising campaign through Frank Oxarart Co., Los Angeles. Account is radio advertiser.

EDWARD MALLEY Co., New Haven (department store), has started regular daily series on WELI New Haven featuring records, time signals, weather and chatter. Agency is Lindsay Adv., New Haven.

MAY DIAMOND Co., Los Angeles (retail jeweler), in a four-week pre-Christmas campaign is using a total of 120 live spot announcements weekly on four local stations, KFAC KMPC KFWB KECA. Western Adv., Los Angeles, has account.

H. A. ROBERTS Ltd., Vancouver (real estate), is sponsoring "Off The Beaten Track" stories by Dick Diespecker on CJOR Vancouver six times weekly. Account placed direct.

SOUDACK FURS, Winnipeg (fur auctions), has started transcribed musical program on six western Canadian stations. Agency is McKim Adv., Winnipeg.

READER'S DIGEST ASSN., Pleasantville, N. Y., Nov. 29 started twice-weekly five-minute program on KHJ Hollywood for 13 weeks. Account handled by BBDO New York.

CALIFORNIA FRUIT GROWERS EXCHANGE, Los Angeles, has started spot announcements on a number of Canadian stations. Agency is Spitzer & Mills, Toronto.

J. H. BARDWELL Co., Toronto (women's clothing), Nov. 20 started ABC network's "Constance Bennett Show" on CJBC Toronto. Agency is Ardiel Adv., Toronto.

RAY VITE Ltd., Vancouver (proprietary), has started weekly musical program on CKWX Vancouver. Agency is J. J. Gibbons Ltd., Vancouver.

FRANKLIN COURTNEY ELLIS, formerly head of the public information department of Eastman Kodak, has joined Standard Oil Co. of Indiana as assistant director of public relations.

RADIO DEVELOPMENT & RESEARCH CORP., New York, has appointed Lew Kashuk Adv. Co. to handle advertising for Magic-Tone radio and Chronovox recorder playback.

S. O. S. Co., Chicago (cleanser), Nov. 19 started daily spot announcement schedule on KMPC Hollywood for six weeks. Agency is McCann-Erickson, San Francisco.

OLD DUTCH MILLS Inc., New York, (Old Dutch Coffee), Nov. 25 started "News With Ed Herlihy" on WEAF New York, for weekly Sunday broadcasts. Contract for 52 weeks was placed by Peck Adv., New York. **PINEX CO.**, Fort Wayne (Pinex Cough Syrup), Nov. 27 started sponsoring Clyde Kittell's "Five Minute News" three times weekly on WEAF. Contract, for 14 weeks, was placed through Russel M. Seeds Co., Chicago.

GRIFFIN-CUMMINS Furniture Co., San Francisco (retail), curently is using schedule of one-minute spots on KSFO San Francisco. John Gallagher Adv., San Francisco, has account.

VAN DE KAMP'S Holland-Dutch Bakers Inc., Los Angeles (chain), Nov. 26 started five-weekly half-hour transcribed "Mystery Chef" on KHJ Hollywood for 52 weeks. California Adv. Agency, Los Angeles, has account.

BEST BREWING Co., Chicago (Embassy Club beer), Nov. 27 started for 52 weeks using twice nightly participation in the recorded "Stardust Melodies" on KFAC Los Angeles. Spot schedule is also maintained on KECA KGFJ KRKD Los Angeles. Placement is through N. J. Newman Adv., Los Angeles.

PACKARD DIVISION of Earle C. Anthony Inc., Los Angeles (cars), on Nov. 24 started weekly half-hour "Stars of Tomorrow" on KFI Los Angeles.

AMERICAN EXPRESS Co., New York (delivery service), Nov. 19 started daily spot schedule on KMPC Hollywood. Contract is for 13 weeks. The Caples Co., New York, has account.

EVAN W. HAYTER, former assistant advertising manager of Goodyear Tire & Rubber Co. of Canada, New Toronto, has been appointed advertising manager succeeding **S. R. SKELTON**, promoted to assistant general sales manager.

WILDROOT Co., Fort Erie, Ont. (hair tonic), has started "Woody Herman Show", American network program, on CJBC Toronto and CFCF Montreal. Agency is A. J. Denne & Co., Toronto.

LUER PACKING Co., Vernon, Cal. (meat packer), Dec. 1 started weekly spot schedule on KFAC KFI KNX KHJ. Other stations will be added. Contracts are for 52 weeks. Mays & Bennett Adv., Los Angeles, has account.

CHARLES BARTLETT, with Navy discharge, has been appointed advertising and publicity director of O'Connor, Moffat & Co., San Francisco department store.

GRACE BROS. BREWING Co., Santa Rosa, Cal., has been appointed Garfield & Guild Adv., San Francisco, to handle advertising. Radio will continue to be used along with other media.

CONSUMER DIVISION of Salisbury Motor Co., Los Angeles (institutional), has appointed Foote, Cone & Belding, Los Angeles, to handle advertising.

CIO Union Is Certified For Federal Tel. & Radio

NATIONAL Labor Relations Board has certified International Federation of Architects, Engineers, Chemists & Technicians, Metropolitan Chapter 31, CIO, for representation of shop employes and salaried non-engineering employes of Federal Telephone & Radio Corp., Federal Telecommunication Labs Inc., New York City and Nutley, N. J.

NLRB said that in elections Oct. 10, a total of 684 out of 1,550 eligible salaried non-engineering employes voted for the union, 478 voted against and 70 votes were challenged, and that of 182 eligible shop employes 100 voted for the union and 59 against, with 11 challenged.

FOUR TOP MARKETS!

Central Kentucky
WLAP *Lexington, Ky.*

Amarillo
KFDA *Amarillo, Tex.*

The Tri-State
WCMI *Ashland, Ky. Huntington, W. Va.*

Knoxville
WBIR *Knoxville, Tenn.*

All four stations owned and operated by Gilmore N. Nunn and J. Lindsay Nunn
Represented by The John E. Pearson Co.

And advertisers get more for their money when they buy WJW. In Cleveland, Monday thru Friday, WJW delivers more daytime dialers per dollar than any other station.

BASIC ABC Network CLEVELAND, O.
WJW
850 KC 5000 Watts DAY AND NIGHT
REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

PRODUCTION

LYNN A. McKINLAY, supervisor of public service broadcasts for KSL Salt Lake City, has been appointed acting program manager. WAYNE RICHARDS, former KSL promotion man following release from Army as major, has returned to station as program finance supervisor. TED KIMBALL, released from Navy as lieutenant, returns to KSL as supervisor of public service broadcasts.

HAL KOLB, released from the Army, has returned to WTIC Hartford, Conn., as staff organist and pianist.

GASTON DUHAMEL, announcer of WHBQ Memphis, is father of twin boys, Terry and Jerry.

GEORGE EDWARDS, ex-Marine Corps master sergeant, is new addition to announcing staff of WPEN Philadelphia. Prior to his two years with the Marines, Edwards was with KYW and WFIL Philadelphia.

BOB McCOY, after three years in Navy, has rejoined announcing staff of KHMO Hannibal, Mo. U. SCOTT SMITH Jr., also released from Navy, has returned to KHMO continuity staff.

ART PALEN, discharged from armed service, has rejoined WWSW Pittsburgh announcing staff.

GARY LINN has rejoined announcing staff of KYW Philadelphia after serving as petty officer with Navy.

MURRAY ARNOLD has returned to post as program director of WIP Philadelphia. ED WALLIS, who held position while Arnold was in Army, remains as his assistant.

KATE SMITH, star of General Foods Corp. "Kate Smith Hour" and "Kate Smith Speaks" on CBS, will have a street named for her in a new housing development in Oceanside, L. I. Kate Smith Boulevard will be main street and will lead to 900-foot private beach, to be called Kate Smith Beach. Honor was conferred for her notable war work and philanthropy.

JAY JOSTYN, who plays title role on Bristol-Myers Co., "Mr. District Attorney" on NBC, Nov. 28 was awarded a citation and made an honorary member of the Youth Builders organization, sponsored by the New York Board of Education to represent high school students who are taking a constructive stand on their own problems. Presentation was made informally when Jostyn was interviewed by delegation from group.

WORTHINGTON C. MINER, manager of CBS television department, is to speak on "Television—A New Marketing Tool", Dec. 5 at luncheon meeting of radio group of American Marketing Assn. at Hotel Sheraton, New York.

BEN FEINER, assistant program manager, WCBW New York, CBS television station, is to address Art Directors Club of New York at its luncheon meeting Dec. 5.

GEORGE WRIGHT, known as "the world's fastest organist", has negotiated a one year's exclusive contract with NBC Thesaurus. He will record two sides of a 15-minute record each month. First 10 songs were recorded last week with Wright recording tunes using both organ and piano at same time.

JACK STAPP, program director of WSM Nashville, Tenn., has returned to that post following 22 months service in New York and London with OWI.

TOM STERWART, director of WSM-FM, has returned to station after 44 months with American Red Cross, nearly two years of which were spent overseas. JUD COLLINS rejoins WSM as announcer. He was released from Army as lieutenant and served as pilot in training command of AAF.

DICK CAMPBELL, program director of KOME Tulsa, Okla., has been named city chairman in Tulsa of Sister Kenny Foundation for 1945 drive.

JAY CALDWELL, production manager of WOL Washington, is father of a girl, Pamela, born Nov. 18.

BILL HUMBERT, former program director of WSAP Portsmouth, Va., and news editor of WOPI Bristol, Tenn., is new announcer at WSAZ Huntington, W. Va.

C. NED LEFEVRE, released from Coast Guard, has resumed post as announcer with NBC central division, Chicago.

PHILLIP BECKER, chief announcer at WTIC Hartford before entering the Army in 1942, has been promoted to captain. He is now in charge of AES station in Kohrramshahr, Iran.

ART FORD, conductor of "Milkman's Matinee" on WNEW New York, has been made official m. c. for various functions of Alfred E. Smith Memorial Hospital Drive.

MARY MARGARET McBRIDE, WEAF New York commentator, was honored Nov. 26 at a luncheon at the Waldorf-Astoria Hotel, New York, by her publishers Dodd, Mead & Co., on occasion of publication of her newest book, "Tune in for Elizabeth". Her broadcast that day originated from speakers' table at luncheon.

W. C. PATTERSON, discharged from AAF after three years service, has rejoined NBC as producer.

STAN SMITH, formerly with WGH Newport News and WNEW New York, a veteran of four years of submarine warfare, has joined WLIB New York as staff announcer.

PAUL VON SCHLICHTEN, formerly with Eastern Aircraft, Terrytown, N. Y., has joined WMCA New York as personnel director, replacing ERMA DAVIDSON, resigned.

J. C. LEWIS, with Army discharge, has rejoined Don Lee Broadcasting System, Hollywood, as producer.

BENTLY MORRIS, after three years in armed forces, has returned to KFWB Hollywood as announcer.

SIDNEY MARSHALL, Chicago continuity writer, has shifted to Hollywood to write film version of "Mr. District Attorney" for Columbia Pictures Corp.

HOMER CANFIELD, NBC western division production manager, and Ruby Richardson, secretary to FRANK MORGAN, film and radio star, were married Nov. 24 in Riverside, Cal.

ALAN MANN, KFWB Hollywood announcer, and HELEN REED, station staff actress, were married Nov. 30 at Las Vegas, Nev.

ROBERT WELCH, released from AFRS Hollywood, and former producer of NBC "Jack Benny Show", has joined Paramount Pictures Inc. as writer-producer-director.

M. C. (Jimmie) GREGORY, former early-morning and sports announcer of WAGA Atlanta, has been appointed program director and production manager.

LARRY HAMILTON, announcer of CFBR Brockville, Ont., has been promoted to chief announcer and program director. He served more than five years overseas with Canadian Army, was discharged last May at which time he entered radio.

TO STIMULATE annual campaign for funds to fight tuberculosis, WGN Chicago posed David Lee Brown, above four-year-old actor on KGN'S "Funny Paper Party", as the youngster portrayed on the 1946 Christmas Seal Stamp.

LARRY KRUPP, discharged from the Army as staff sergeant after three years, has rejoined announcing staff of WJW Cleveland. Trained at an FM radio school shortly after he joined the army, he spent a year and a half in Europe as front-line combat squad leader.

BILL CRONE, formerly of CHEX Peterborough, has joined CJKL Kirkland Lake as chief announcer.

BILL GOODWIN and ART BAKER, Hollywood announcer and m. c.-commentator, respectively, portray detectives in the David O. Selznick film "Spellbound".

KNOX MANNING, CBS Hollywood commentator, has been signed as narrator of Warner Bros. film, "Ranch in White".

CLIFF ENGLE, special events announcer of AFRS San Francisco, with Army discharge, has resumed work as freelance m.c.

JULIUS HARRY KUNEY, formerly with WDZ Tuscola, Ill., has joined KMPC Hollywood as producer.

JERRY LAWRENCE has been assigned m.c. on CBS "Meet the Missus", replacing JACK BAILEY. Latter is on tour with "Queen for a Day" program on MBS.

FRANK SEELEY, chief of editorial section of AFRS Hollywood, and producer of "Melody Roundup", is father of a girl born Nov. 16.

FRED DARLING, released from RCAF, has joined the production staff of CHEX Peterborough. He was formerly with CJKL CBC CKNW.

BARNEY GOULET, production manager of CKAC Montreal, has been nominated for the 1945 Canadian Drama Award for outstanding services to the Canadian theater.

CHARLESE VAUGHAN, former day supervisor of Don Lee Broadcasting System, Hollywood, script department, has taken over night supervision, replacing BETTY LAMBERT, resigned. CLARA JEAN SMITH has been named day supervisor.

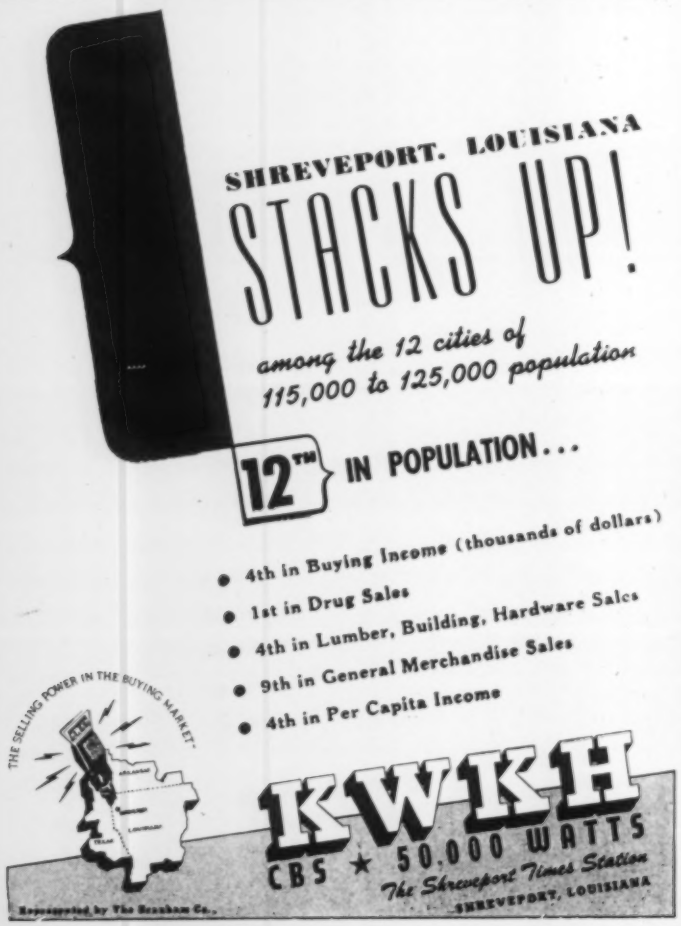
HENRY BARBOUR, continuity editor of WGN Chicago, has resigned that position. His successor is WILLIAM D. FISHER, who has been assistant continuity editor.

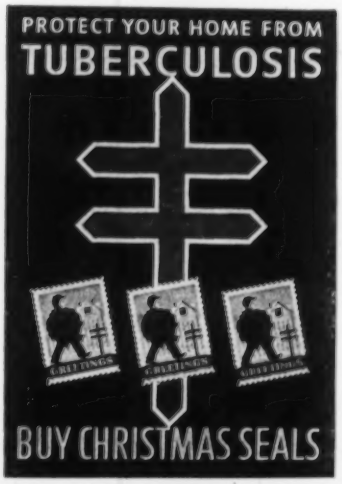
MARK STARBIRD, formerly of CKBI Prince Albert and CKCK Regina, has joined the announcing staff of CKGB Timmins, Ont.

DON INSLEY, program director of CKEY Toronto and formerly of CHEX Peterborough, and MARNE SHAUGHNESSY of traffic department of CHEX, have announced their engagement.

JACK STELLING, formerly of WELL Battle Creek, has joined the WKZO Kalamazoo announcing staff. Other new staff members are KAY SMITH and EVELYN BERTRAND in the continuity department.

WITH close of football season, CBS on Dec. 8 resumes "Assignment Home", program dealing with problems of returned veterans which the network produces in cooperation with the U. S. Veterans' Adm. Series is broadcast Saturday, 3-3:30 p.m.


SHREVEPORT, LOUISIANA
STACKS UP!
among the 12 cities of
115,000 to 125,000 population
12TH IN POPULATION...
• 4th in Buying Income (thousands of dollars)
• 1st in Drug Sales
• 4th in Lumber, Building, Hardware Sales
• 9th in General Merchandise Sales
• 4th in Per Capita Income
THE SELLING POWER IN THE BUYING MARKET
KWKH
CBS ★ 50,000 WATTS
The Shreveport Times Station
SHREVEPORT, LOUISIANA
Represented by The Branham Co.



NOW IN PRODUCTION
FOR EARLY 1946 DELIVERY

Federal's Complete FM *Broadcast Equipment*

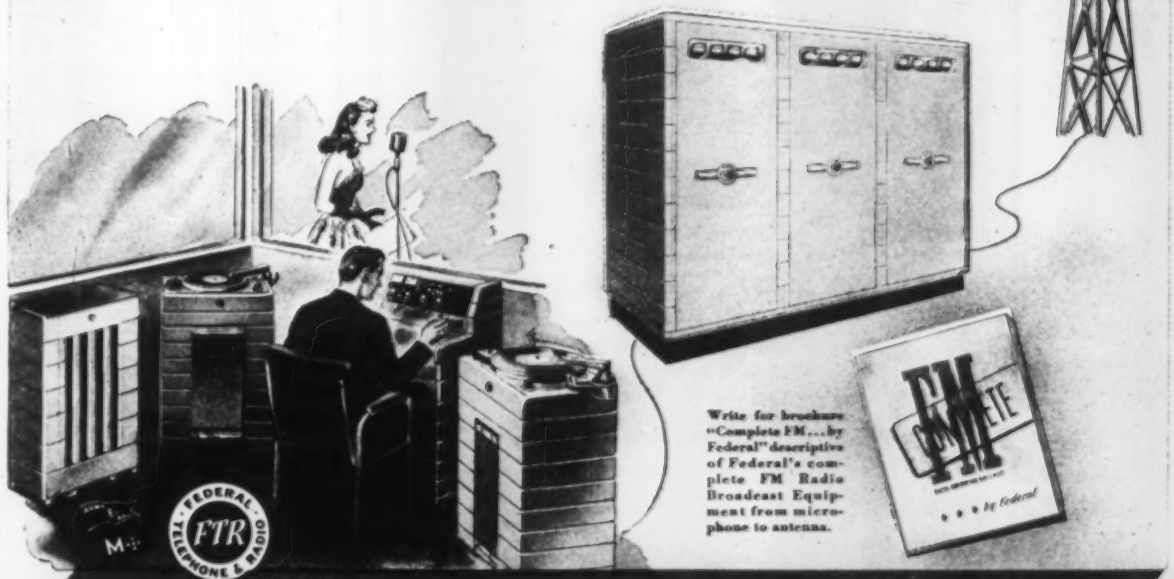
STUDIO EQUIPMENT • FM TRANSMITTERS • ANTENNAS AND TOWERS

With production now under way, Federal will deliver 1 and 3 KW FM Transmitters early in 1946... delivery of the 10 and 50 KW following shortly thereafter . . . featuring the latest in design, circuits, tubes and technique for unsurpassed operations in the new 88-108 mc. band.

Available with these transmitters will be complete associated equipment—from microphone to antenna—entire FM Broadcasting Systems... supplied by one experienced and dependable source—Federal...for more than three decades a leading contributor to radio progress.

Federal engineers are ready to consult with you...help plan every step of your installation...and then stay with the job until your station is in completely satisfactory operation. And Federal assumes full responsibility for the performance of its equipment.

Call in Federal now . . . be among the first on the air with the finest in FM Broadcasting.



Write for brochure "Complete FM...by Federal" descriptive of Federal's complete FM Radio Broadcast Equipment from microphone to antenna.

Federal Telephone and Radio Corporation

AN IT&T ASSOCIATE

Newark 1, N. J.

AMERICAN
WINN
BROADCASTING COMPANY

Represented by
BROADCAST SALES COMPANY
New York & Chicago
HOMER GRIFFITH COMPANY
Hollywood & San Francisco

HARRY McTIGUE *General Manager*

News

EDWARD TOMLINSON, NBC authority on Inter-American affairs, spoke Nov. 29 before the National Convention of Coffee Dealers in Chicago. On Dec. 4 he is to speak at El Paso, Tex., forum of Mexicans and Americans and then is to go to Mexico City. He will broadcast from XEW Mexico City Dec. 8 and 15 on NBC. He plans to interview both candidates for President in the forthcoming Mexican elections.

LEE WOOD, former news writer of KOA and KFEL Denver, has joined newsroom staff of Don Lee Broadcasting System, Hollywood.

NEWSCASTERS of American western division are now heard at same time each day, Monday through Friday. WILLIAMS (Archie) HALL handles two early morning newscasts. CLETE ROBERTS has been given afternoon segment, with HUGO CARLSON, evening and night periods.

CAL TINNEY, humorous news commentator formerly on Mutual and recently released from the Army, Nov. 26 started series of quarter-hour broadcasts on WJZ New York. Titled "Relax With Cal Tinney", program is heard Monday through Friday 6:45-7 p.m.

JOE HASEL, WJZ New York sportscaster recently with AFRS, has resumed narration of Paramount News Reel coverage of football games.

LT. COMDR. BOB EDGE has returned to WCBW, CBS video station in New York, as director of sports and special events, post he held before entering the service.

JIM BLAINE, former chief announcer of WJPA Washington, Pa., is new sports director of KFBC Cheyenne, Wyo. LARRY MUNSON, from WMMN Fairmont, W. Va., joins KFBC as assistant sports announcer. STUART AUER, formerly with Associated Broadcasting Corp., is new to KFBC announcing and special events staff.

WILLIAM L. SHIRER and HOWARD K. SMITH, CBS correspondents who are broadcasting the trials of the Nazi war criminals at Nuernberg, broadcast from a tiny three-man booth high above the judges' bench in the Nuernberg courthouse. Smith says that "the broadcast booth is barely large enough for three people. The microphone is set in the sill of the window overlooking the court, must be approached through the attic of the courthouse."

JOHN FACENDA is replacing ALEXANDER GRIFFIN on Mutual's co-op news commentary program 3-3:15 p.m. Monday-through-Friday. Griffin is on his way to Nuernberg to join ARTHUR GAETH and LESLIE NICHOLS on coverage of war criminal trials for Mutual.

MARTIN BURKE, released from the Coast Guard after three years service, has been appointed news editor of WWL New Orleans.

CHET HUNTLEY, director of public affairs for CBS western division, has been assigned news analyst on weekly quarter-hour series sponsored on network Pacific stations by Kelite Products Inc. (Kenu). He replaces DR. WALLACE STERLING.

FRED HENRY, director of news and special events for AFRS shortwave operations, San Francisco, released from Navy as ensign, is to re-enter Hollywood radio as news commentator.

Mutual Co-Op Newscasts Add 68 Local Sponsors

PREDICTIONS that there would be a pronounced slackening of interest in news shows by the radio audience, with a resulting drastic decrease in sponsorship of these programs, have not materialized as far as Mutual co-op news programs are concerned, B. J. Hauser, director of co-ops for Mutual, reported last week.

Since Oct. 8, Mr. Hauser stated, 68 advertisers have become sponsors in their communities of Mutual co-op news shows. Cecil Brown has had 28 new sponsors since that date; Fulton Lewis jr., 22; Frazier Hunt, 8; Cedric Foster, 6, and Bill Cunningham, 4.

New News Service

ANNOUNCEMENT of Washington's latest radio news service was made last week when incorporation papers for Radio Washington Inc. were filed in the District of Columbia. President of the new firm, which will provide spot news service, transcriptions and direct broadcasts for stations, is Gordon Graham, former chief of the Washington news bureau, WLW Cincinnati. Charles McLean, one-time Washington correspondent for the *New York Times* and Far East correspondent, is vice-president and Robert J. Coar, head of Sound Studios, is secretary-treasurer. Mr. Graham, who did a daily newscast from Washington for WLW, will handle microphone work and supervise news operations.

RACIAL unity program of WIP Philadelphia, "Hate Inc.", sponsored by Fellowship Commission, has been selected for honors by the Writers War Board, being chosen as outstanding program for November. Caye Christain, author, received citation.

MUTUAL on Dec. 2 broadcast ceremony for 18,000 disabled veterans of World War II throughout the nation as they took their oaths as members of the Disabled American Veterans. Quarter-hour program marked first observance of DAV Day, to be annual affair henceforth.

FOREIGN service of Radio-Diffusion Francaise, Paris, now broadcasts to the U. S. and Canada a daily program schedule in English and French. Programs are on air from 8:55-10:45 p.m. and feature news, music, round table discussions, comedy and poetry.

DOWN MEMO LANE

The inter-office memo is no novelty to the radio executive . . . nor is the BMI MUSIC MEMO.

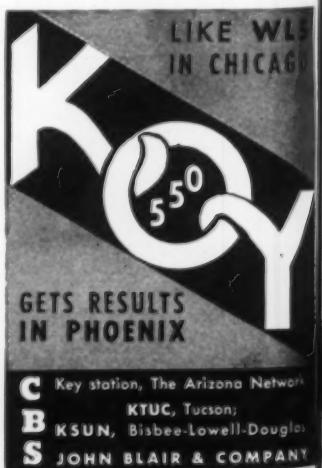
Now in its third year, MUSIC MEMO is the radio man's guide to who's who and what's what in BMI music—recorded and transcribed.

But if you want to keep abreast of current affairs in music—if you need a ready reference to timely and interesting program material—watch for your copy of MUSIC MEMO as it reaches your desk.

You'll find such features as *Reviewing the Records — Week's Top Tunes — New Record Releases—Platter Spinner Parade—Notes and Comment—New Transcription Releases*—and many odd items you should know about BMI Music.

If your copy of MUSIC MEMO gets lost in the mill — let us hear about it.

BMI BROADCAST MUSIC, INC.
580 FIFTH AVENUE NEW YORK 19, N.Y.
New York • Chicago • Hollywood



CBS Key station, The Arizona Network
KTUC, Tucson;
KSUN, Bisbee-Lowell-Douglas
JOHN BLAIR & COMPANY

PLANNING to initiate television broadcasting for San Francisco and the Bay area within nine months, personnel of KFRC, Don Lee station in San Francisco, are getting thorough training in video. Here Chief Engineer Jim McArdle explains the inconoscope, observed by (l to r) Production Manager Mel Venter, Technician Robert Baldwin, General Manager William D. Pabst. KTSL Hollywood is Don Lee video station.

Strikers on WOL

FREEDOM of the airwaves was proven dramatically during the latest Washington transit strike. WOL's Lou Brott attended one of the labor meetings at which a bus driver arose and made disparaging remarks about radio and the press, accusing them of prejudice against the strikers. Immediately, Mr. Brott sought out the striker, told him how management and labor had both been offered time on the air, by WOL and other D. C. stations. Management had taken the time, labor had refused. "Now's your chance," said Mr. Brott, "come with me." The driver went on the air at the same time provided an executive of the transit company two weeks earlier. The next day the 15-minute program was played back from a wire recorder at a labor meeting, to the cheers of the strikers.

Sinatra Honored

FRANK SINATRA was unanimously elected to receive the first annual Golden Slipper Unity Award, according to Morris Sobel, president of the Golden Slipper Square Club, Philadelphia fraternal and charitable organization sponsoring the award. The singer will come to Philadelphia Dec. 10 for the meeting of the Golden Slipper Square Club in the Bellevue-Stratford Hotel, at which time he will receive the gold medal and silver plaque. The honor will be bestowed annually for outstanding contribution in promoting harmony and understanding among the people of every race, color and creed.

SHAW, LAVALLY GET FINANCE BUSINESS

THREE DAYS after resigning from Leo Burnett Co. Inc., Chicago, Jack Shaw and Norman La Vally, both account executives, not only opened their own offices at 209 S. La Salle St., but also took over one of the biggest accounts in local radio—Household Finance Corp.

The new firm will handle all advertising for Household, an account which runs into six figures annually, and which prior to signing with Shaw and La Vally was serviced by BBDO. Mr. Shaw also brought with him the Lumberman's Mutual Casualty Co. account which he had serviced while with the Burnett agency.

Mr. Shaw was formerly with Henri Hurst & McDonald and later was advertising director for Purity Bakeries Corp. Mr. La Vally, former account executive on the Hoover Co., Brown Shoe Co., and A. B. Dick Co. for Leo Burnett, was at one time Chicago advertising representative for Curtis Publishing Co., representing *Saturday Evening Post*.

PERSONAL Relief for Italy campaign, which ships food and second-hand clothing packages to Italy, has been conducted on WNYC New York on Luigi Difant's "March of Opinion" program. Promoted 10 days on the radio, campaign produced more than a shipload of packages, necessitating another ship to be chartered.

KTFI
TWIN FALLS · IDAHO

HARLINGEN ★ Texas

Harlingen IS the focal point of the Lower Rio Grande Valley. Shipping junction for outgoing products, distributing center for incoming goods, retail center for a quarter million prosperous Valley residents, home of KGBS.

HUB OF THE LOWER RIO GRANDE VALLEY, known as TEXAS' 4th CITY

900,000 acres of the Lower Rio Grande Valley are composed of fertile, irrigated delta soil valued at from $1,000 to $3,000 per acre, producing more citrus fruits and winter vegetables than any other single section of the United States.

That's why "Texas' 4th City" is a fabulously rich market for your merchandise. Because of its central location, up-to-the-minute equipment, and program popularity among prosperous Valley people KGBS is the logical medium to carry your message.

KGBS McHenry Tichenor, Pres. Troy McDaniel, Manager, Harlingen, Texas

Nationally Represented by THE WALKER COMPANY

KGBS The ONE and ONLY CBS Affiliate
WITHIN LISTENING RANGE OF THE LOWER RIO GRANDE VALLEY

GETTING UP HIGH means LOWER COST

Getting that F-M Antenna up high not only means more efficient area coverage—but it also means lower costs. Doubling the height of the antenna above ground is equivalent to squaring the transmitter power. Thus, a 250 watt transmitter with a 200 foot tower would equal a 1000 watt transmitter with a 100 foot tower. That is real economy—both in initial transmitter cost and in power.

2 Wincharger Products will help you get Better F-M Broadcasting at lower costs: (1) A sturdy, economical Wincharger Tower to get your antenna high. (2) An efficient, low cost Wincharger F-M Antenna. For full information write or wire us.

WINCHARGER
F.M. ANTENNAS • ANTENNA TOWERS • VERTICAL RADIATORS
WINCHARGER CORP. SIOUX CITY, IOWA

Northeastern Michigan's Only NBC Station Serving a Triple Market — Saginaw • Bay City and Midland

Strategically situated in the heart of the industrially rich Saginaw Valley, WSAM reaches more than 100,000 radio homes in Saginaw, Bay City and Midland. Through WSAM's dominant radio voice your advertising message commands the attention of thousands of gainfully employed with money to spend. WSAM also blankets the wealthy agricultural belt which girds this tri-city area. Northeastern Michigan is an important market. Sell it through WSAM.

— *Salesman Sam*

NORTHEASTERN MICHIGAN'S ONLY NBC STATION

WSAM NBC

SAGINAW BROADCASTING COMPANY
610 Eddy Bldg. Saginaw, Michigan
NATIONAL REPRESENTATIVE—
HEADLEY-REED CO.

PROGRAMS

INTER-HIGH SCHOOL quiz and grade school spelling quiz are two new programs started by WENT, Gloversville, N. Y., as weekly half-hour features. High-school quiz is heard Thursday 7:30-8:30 p.m. under sponsorship of Peoples Bank of Johnstown and Trust Company of Fulton County of Gloversville, cities of the two competing high schools. Both towns also are represented in spelling bee for 5th, 6th and 7th grades aired Tuesday 7:30-8 p.m. under sponsorship of Gloversville City National Bank. Both contests will run through the school year. Awards will be made to groups with highest scores.

Sports Schedule

COVERAGE of basketball and hockey games from Madison Square Garden start on NBC's video station WNBT New York on Dec. 9 with telecast of the New York Rangers hockey games, to be continued Sundays through the winter. Basketball games are expected to be televised on Saturday and Wednesday evenings, completing winter sports schedule.

Video Art

IMPROMPTU art program, "Draw Me Another", started on CBS video station WCBW New York on Nov. 30, 8:15-8:30 p.m. Gurney Williams, Collier's magazine staff artist, is m.c., and Cledge Roberts of CBS television staff directs program. Sol Steinberg and Sam Berman, New Yorker magazine cartoonists, were guests on first program.

Restyled Newscast

NEW TYPE of news program, "News of Tomorrow", reducing press copy to livingroom conversation and featuring eyewitness reporting of major events, starts on full American network Dec. 3 in daily 11-11:15 a.m. period. Program will be directed by network's news and special events department and will supplant foreign pickup type of news. Women commentators will be featured. Format will permit affiliated stations to present local news during first five minutes.

Sea Stories

WEEKLY dramatic series seeking to show that truth is stranger than fiction started Dec. 1 on NBC as new evening program called "Out of the Deep". Program depicts episodes from the life of Capt. Gunnar H. Carlyle, deep sea diver, soldier of fortune and adventurer.

Tele Shopper

TITLED "The Television Christmas Shopper", half-hour weekly program on NBC's television station WNBT New York started Dec. 2. Built around best Yuletide shopping buys in the city, program gives tips to viewers on items for all members of the family. Program will continue each Sunday until Christmas.

On Russia

PUBLIC SERVICE feature now heard Monday evening on WCAU Philadelphia is "An American in Russia", designed to give Americans a picture of Russia through the eyes of a countryman. Quarter-hour series presents different notable each week who writes his own script.

Prizes for Questions

LISTENERS of cooperative "Ladies, Be Seated" audience-participation show on American, will participate starting Dec. 3 by contributing questions for the "Johnny Olsen—Inquiring Reporter" portion. Westinghouse electrical appliances impossible to get during war will be awarded for questions used.

Travelogue

NEW TITLE for weekly program of talks about New York, formerly called "Metropolitan Travelogue" on WOR New York, is "Let's Go". Philip Hunter conducts verbal sight-seeing trip throughout metropolitan area. Program is heard Wednesday 9:20-9:30 a.m.

WINS Dramas

SALVATION ARMY of Greater New York starts series of 10 quarter-hour weekly dramatizations based on history and activities of organization on WINS New York on Dec. 6. Opening broadcast will depict life of Gen. William Booth, founder of the Salvation Army.

Junior Forum

WTHT Hartford is now presenting weekly "Junior Town Meeting of the Air" in which four local high schools participate. Each week a different school is host for program which originates from school auditorium.

'Handies'

THEME of time spots being telecast on WRGB Schenectady is how human hands performing daily tasks depend on the hands of a clock. Voice of "G-E Alarm Clock" gives time at end of program spot.

Teen Talent

PUBLIC SERVICE program started by WOWO Fort Wayne, Ind., is Saturday morning "Junior Jamboree", produced and written by high school students of area and featuring talent from that group.

Traffic Court

WNYC New York series, "Traffic Court of the Air", starts Dec. 6 for quarter-hour on Thursday evenings, conducted by Archibald Watson, county clerk of New York County, with experts as guests.

To Network

HALF-HOUR cowboy and novelty program, "Western Trails", developed by CJOR Vancouver and on that station for eight months, has been started on CBC Dominion network.

Audience Participation

AUDIENCE participation program, "Brunch with Bundy", started on WINS New York on Nov. 26 as daily half-hour broadcast.

KLUF Galveston, Tex., has appointed William G. Rambeau Co. as national representative.

NETWORK ACCOUNTS

Renewal Accounts

CONTINENTAL BAKING CO., New York (Wonder Bread and Hostess Cake), Nov. 26 renews for 52 weeks "Bachelor's Children" on 47 CBS stations, Mon.-Fri. 10:45-11 a.m. Agency: Ted Bates Inc., N. Y.

ANDREW JERGENS Co., Cincinnati, Dec. 26 renews "Mr. & Mrs. North" for 52 weeks on full NBC network. Agency: Lennen & Mitchell, N. Y.

P. W. FITCH CO., Des Moines (shampoo, hair tonic), Dec. 30 renews "Pitch Bandwagon" on full NBC network for 52 weeks, Sunday 7:30-8 p.m. Agency: L. W. Ramsey Co., Chicago.

ANDREW JERGENS Co., Cincinnati (lotion), Dec. 23 renews Walter Winchell and Louella Parsons on 183 American stations, Sunday 9-9:30 p.m. Agency: Lennen & Mitchell, N. Y.

P. LORILLARD CO., New York (Old Gold cigarettes), Dec. 16 renews "Meet Me at Parky's" for 13 weeks on 134 NBC stations, Sun. 10:30-11 p.m. Agency: Lennen & Mitchell, N. Y.

LEVER BROS, Toronto, renews for 52 weeks on Dec. 31 "Lucy Linton" (Sunlight soap) on 25 Trans-Canada network stations, Mon.-Fri. 11:45 a.m. to 12 noon; "Big Sister" (Rinso) on 26 CBS Trans-Canada network stations, Mon.-Fri. 12:15-12:30 p.m. Agency: Ruthrauff & Ryan, Toronto.

PHILCO Co. of Canada, Toronto (radio receivers), Dec. 2 renewed for one year "Radio Hall of Fame" on 23 CBC Dominion network stations, Sun. 6-6:30 p.m. Agency: Hutchins Adv., Philadelphia.

Net Changes

CARTER Products, New York (Carter's Little Liver Pills), Dec. 3 adds 240 Mutual stations for total of 250 stations for John J. Anthony, Mon.-Fri. 1:45-2 p.m. Agency: Ted Bates Inc., N. Y.

D. L. CLARK CO., Pittsburgh (candy), Dec. 2 moves "Mary Small Review" on 168 American sations, Sunday 4:30-5 p.m., to 5-5:30 p.m. Agency: Albert P. Hill Co., Pittsburgh.

BRISTOL MYERS CO., Montreal (Sal Hepatica, Vitalis), Dec. 4 expands "Alan Young Show" to the CBC Dominion network Pacific Coast division adding 3 stations for total of 26 stations, Tues. 8:30-9 p.m., with Pacific Coast repeat 11:30 p.m. to 12 midnight. Agency: Ronalds Adv., Montreal.

ALLIED ARTS

THIS MONTH Magazine has inaugurated new free service to small town radio stations which consists of research into any subject in which news reporters and analysts are interested. Purpose of service is to make available the research facilities of the magazine to those who are not located so as to be able to obtain such information.

R. J. McDONALD has been named manager of the middle Atlantic division of Bendix Home Appliances Inc., South Bend, Ind. He will headquarter in New York.

WILLIAM J. McGONIGLE, president of Veteran Wireless Operators Assn., is the father of a boy, James Gregory.

JOHN GUEDEL RADIO PRODUCTIONS Inc., Hollywood, has been signed to supervise production of NBC "Skelton Scrapbook" and "World Parade" programs. Brown & Williamson Tobacco Corp. (Raleigh cigarettes, smoking tobacco), and W. A. Shaeffer Co., respectively, are sponsors. Agency is Russell M. Seeds Co., Chicago.

ROBERT JAY BURTON, head of the legal department of BMI, is father of a boy, Theodore, born Nov. 22.

G. S. GILL, formerly with WPB Communications Section and president and general manager of Cass County Telephone & Telegraph Co., Virginia, Ill., has been named sales manager of surplus materials division of Stromberg-Carlson Co.

DURING 1945 season talent of WLW Cincinnati was booked by more than 40 county fairs in Ohio, Indiana, Kentucky and West Virginia despite travel difficulties.

TECHNICAL

ED HOPPER, released from AAF as a major, has rejoined WHN New York as assistant chief engineer.

HOWARD WESSENBERG, released from the Navy as chief petty officer, is to return to the engineering staff of WTHT Hartford. He entered Naval reserve in 1940.

HARRY B. MILLER has been appointed vice-president of Langevin Co., New York, in charge of all broadcasting stations audio facilities. For 14 years he has been with Mutual in charge of design, construction, operation and maintenance of audio facilities equipment of studio, test and remote types.

Mr. Miller

W. M. ROY, chief engineer of WHBQ Memphis, is visiting and inspecting stations in the Mid-South area.

PAUL JONES, formerly with WHBQ Memphis, is now in transcribing division of engineering department of WOR New York.

PAUL J. MOORE, released from the Army as major and formerly attached to Signal Service Group, USFET, Frankfort, Germany, has returned to central division of NBC Chicago as transmission engineer.

RICHARD JOHNSON, released from the Army as sergeant following 40 months service, has returned to control room staff of WCOP Boston. He served more than two years in Asmara, Eritria and East Africa.

THEODORE L. BOWES, previously with General Electric Co. patent department in Washington and more recently a radar project manager for that company, has joined Stromberg-Carlson Co. as patent attorney for the engineering and research division.

WILBUR G. CLANCY, studio supervisor at WTIC Hartford, Conn., has completed the RCA broadcasting engineers television course at RCA Institute, New York, the RCA Victor plant in Camden, N. J., and the Princeton RCA research laboratories.

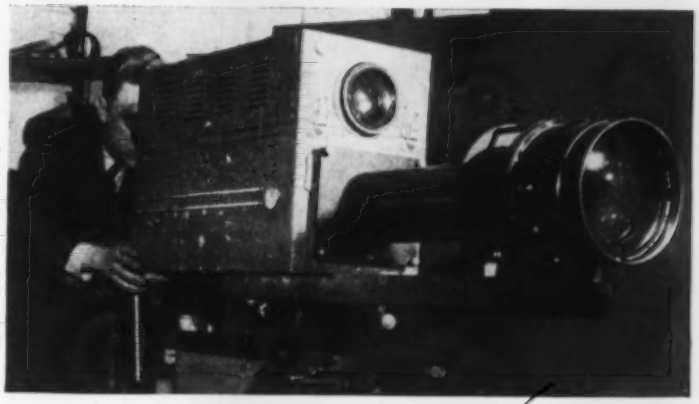
GEORGE E. DAVIS, for year and a half field director with National Defense Committee, has joined Universal Research Laboratories, San Francisco, as planning and research engineer.

NATHAN WILLIAMS, consulting radio engineer, has moved his offices locally in Oshkosh, Wis., to 20 Algoma Blvd.

Education by Television To Be Theme of Session

TELEVISION Broadcasters Assn. Inc., in cooperation with New Jersey Education Assn. and its subsidiary, New Jersey Visual Education Assn., numbering over 12,000 members, will sponsor a symposium on "Education by Television" at the first postwar convention of both educational groups in Atlantic City's Convention Hall this week.

A demonstration of television techniques by high school students will be presented to show television's possibilities in education. Dr. Milliard L. Lowery, superintendent of schools, Middlesex County, N. J., is in charge of the session. Participants will include Prof. Edward C. Cole, head of Department of Dramatic Arts, Yale; Prof. Kenneth G. Bartlett of Syracuse U.; G. Emerson Markham, program manager, television station WRGB Schenectady; Edward Stasheff, of the All City Workshop in Radio and Television, New York City Board of Education.



BELIEVED first of its type used for telecasting, this 40-inch focal length lens is attached to regular NBC orthicon camera which WNBT New York employed to cover Army-Navy game in Philadelphia on Dec. 1. With rated speed of f5.6 and having back focus of 20 inches, lens was obtained from Bausch & Lomb.

H. LESLIE HOFFMAN, president of Hoffman Radio Corp., Los Angeles (radio set, equipment mfgr.), currently is in New York and Chicago. He returns to West Coast in late December.

A. L. GUNDERSON has returned to the engineering staff of KDYL Salt Lake City after nearly four years in the Navy. Holding warrant officer rank, he was aboard the Indianapolis two years.

FRANK BARRON, engineer of KPO San Francisco, is recovering from emergency operation.

BEN PARRISH has returned to KHMO Hannibal, Mo., as chief engineer upon discharge from Army Signal Corps after three and a half years.

M. S. ADAMS, with release from U. S. Marines, has rejoined NBC Hollywood as field supervisor of engineering department. **JOSEPH E. KAYE**, military replacement, joins network studio field engineering group.

PROMOTIONS IN NBC ENGINEERING DEPT.

INCREASING demands on the executive personnel of NBC's engineering department have necessitated a redistribution of duties and four promotions in the department.

George McElrath, formerly in charge of detailed coordination of technical operations, has been appointed manager of the engineering department, and will be responsible for all departmental business management activities as well as technical operations. Edward P. Cullen will take over position formerly held by Mr. McElrath under the title of operations assistant to the manager. William A. Clarke, formerly manager of technical services, becomes administrative assistant, and James Wood Jr. succeeds Mr. Clarke.

Under new arrangement, four new groups constitute network's engineering department—radio facilities, audio and video facilities, director of technical development, and manager of technical services.

MANAGEMENT of CJCA Edmonton are public service club conscious. Gordon S. Henry is president of the Edmonton Rotary Club and has held important posts during war bond drives; Rolfe Barnes, assistant manager, is a director of the Gyro Club. Doug Homersham, production department, and Hal Yerxa, news editor, between them hold three committee chairmanships on the Edmonton Junior Chamber of Commerce. T. A. Shandro, public relations director, is editor and publicity chairman for the Kinsmen Club and YMCA.

Stegall Heads AFN

MAJ. OSCAR STEGALL Jr., formerly with Gulf Refining Co., Tulsa, has been appointed acting chief of the American Forces Network in Europe in absence of Lt. Col. John S. Hayes, on temporary duty in the U. S. Prior to his new assignment, Maj. Stegall was executive officer for AFN.

MUTUAL will present a half-hour musical broadcast in an appeal for funds to support the Sister Kenny Foundation to aid infantile paralysis victims on Dec. 5, 8-8:30 p.m. Cast of performers will be headed by Bing Crosby and Jimmy Dorsey and orchestra.

NOW

Spending is at a high peak in Industrial New England. Not only in the Christmas season, but all year round you can expect an important share of this market's wealth. Annual retail sales alone approximate $650,000,000. Reach nearly two million listeners of this area thru their favorite station—WLAW!

Basic Station
American Broadcasting Co.

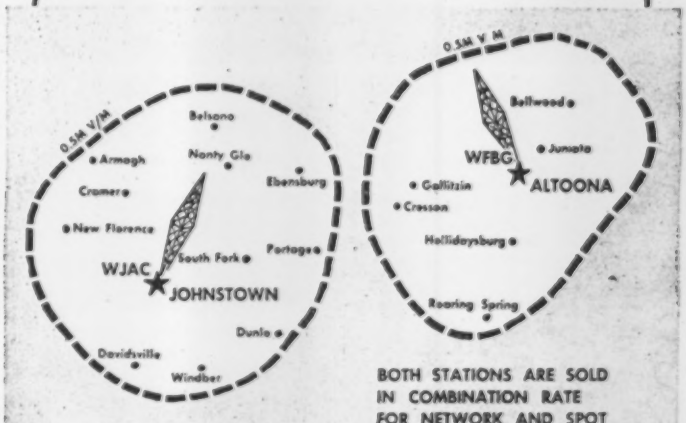
WLAW
LAWRENCE, MASS.
Serving Industrial New England
5000 WATTS 680 KC.
NATIONAL REPRESENTATIVES
WEED & CO.

WJAC JOHNSTOWN

NBC

WFBG ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area



BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles

WAVE DOESN'T TOOT AT THE WALLS OF JERICHO (Ky.)!

If Jericho's like some other little Kentucky towns we've seen, the whole place sure enough *could* be brought tumbling down by a good trumpet blast . . . but tumbled-down walls aren't what *we're* seeking! More to our taste (and that of our advertisers) is the Louisville Trading Area, home of more wealth, more prosperous people, more industry than the rest of Kentucky put together. And we're offering it at lower cost because our broadcasts (unlike Joshua's) *don't* reach Jericho! You're darned tooting!

LOUISVILLE'S WAVE
5000 WATTS . . 970 K. C. N.B.C
FREE & PETERS, INC.
National Representatives

PROMOTION

Promotion Personnel

JOHN W. BARNES, former publicity director of WMBS Uniontown, Pa., has been appointed publications editor of Government Services Inc., in charge of all publications. He also will assist in general public relations and advertising work for company.

ALBERT E. GIBSON, promotion manager of WSM Nashville, has returned to station following 34 months in Army. He served in G-2 section of 80th Infantry Division as well as with Second Army Headquarters and AFRS New York, San Francisco and Los Angeles. He was released as captain.

ALBERTA CURTIS, research director of WNEW New York, is co-author of an article titled "Montclair Studies the Experiences and Attitudes of Its Residents", appearing in the Journal of Marketing.

MILDRED O'NEILL, former staff writer for Radio Daily, has been appointed publicity and promotion director of WBYN Brooklyn. Dec. 3 she starts thrice-weekly quarter-hour "Column of the Air", noon program on subjects of interest to women.

LEO MISHKIN has resigned from the press relations staff of CBS to become radio editor of Cue Magazine.

Post Cards

KELLOGG Co.'s offer of a Tom Breneman postcard picture series on Breneman's "Breakfast in Hollywood" program on American, brought so many requests that sponsor had to withdraw offer after two weeks. Postcards picture Breneman and Hollywood stars who have appeared on program and include recipe for raisin nut bars. Agency is Kenyon & Eckhardt, New York.

Borden Show Boosted

POSTAL mailings to 800 grocery outlets, display material in 200 stores, 40 counter displays, three window displays and newspaper ads were used by WXYZ Detroit in promotion of Borden Co. "I've Got Your Number", twice-weekly give-away program using recordings. Courtesy announcements were given each week to different grocery chain and independents. Kenyon & Eckhardt, New York, agency for Borden's Instant Coffee, cooperated in campaign.

WPAY Leaflet

WPAY Portsmouth, O., has distributed to national agencies and advertisers 500 copies of a leaflet containing excerpts from talks of local industrialists concerning the employment situation in Portsmouth made on recent broadcast. Title of folder is "Industrial Employment in Portsmouth, O., Today and Tomorrow".

WTOP Booklet

GENERAL misconceptions about the city of Washington as a postwar market are corrected in "So You Think You Know Washington", spiral-bound and amusingly illustrated promotion piece issued by WTOP Washington, CBS owned and operated outlet.

WOWO Telegram

TELEGRAM preceded mail piece of WOWO Fort Wayne, Ind., to timebuyers, suggesting placement of accounts in a "market that represents best 50-50 rural-urban population in nation." Blueprint styled market data folder followed telegram.

Car Cards

MARKET LAUNDRY, reported first Oakland, Cal., laundry to use radio and now sponsoring Sunday morning half-hour musical program on KROW, is promoting series with street car cards. George C. Cummings Agency has account.

Morning Man

LeROY MILLER, WFIL Philadelphia morning man, is featured in folder issued by station. Back of folder gives rates.

Program Selected

MUTUAL'S "You Make the News", weekly news-drama radio series, has been selected for study for undergraduate radio courses at New York U. Presented in cooperation with Newsweek magazine, program was chosen because it offers a wide range of study for the student and combines practically all elements of radio on each program. Students will follow program through its entire stages of development.

ROBERT A. MOONEY, sales representative of Station WHTD, has been elected secretary of the Hartford Junior Chamber of Commerce.

BACKED by KOMO Seattle with Seria E Bonds in Western Washington Victor Loan Queen Contest, Lorraine Borle is said to be only radio sponsored candidate in contest from area. She may win trip to California, screen test consideration, visit to major Hollywood motion picture studios and opportunity to be guest of movie stars. Sponsord by Motion Picture Industry, contest covers 11 western states.

WINNER of combined promotion stunt staged by WEBR Buffalo and local 20th Century Theater is Mary H. Czapp, who receives $25 Victory Bond award from Earl Hubbard (r), advertising director of the theater which recently booked RKO's "The Falcon in San Francisco". WEBR carries radio version, "Adventures of the Falcon". L to r: William A. Schweitzer, WEBR promotion manager; John K. Mulvey, the "roving Falcon" identified on Buffalo streets by Miss Czapp; Harry Petty, district supervisor of American Safety Razor Co., sponsor of Falcon program on Mutual, Tuesday 8:30-9 p.m., with 73 station network.

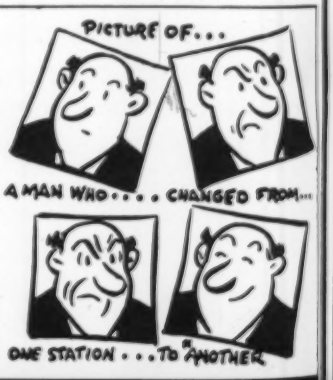
WCAO Balloons

IN A UNIQUE advertising stunt, WCAO Baltimore has been flying a balloon over the main sections of the city. Marked "WCAO CBS in Baltimore", the ballon carries huge streamers labeled "The Sign of Good Listening" and "600 on Your Dial".

1 CHOICE IN CHATTANOOGA IS

WDOD
20th YEAR
CBS
5,000 WATTS DAY AND NIGHT
PAUL H. RAYMER COMPANY
NATIONAL REPRESENTATIVES
first IN (1) AUDIENCE
(2) PUBLIC SERVICE (3) RESULTS

*
WNAB
BASIC-AMERICAN IN
BRIDGEPORT, CONN.
Concentrated Audience in the Nation's 59th Market
WNAB *programming* is concentrated on the Bridgeport metropolitan area with its 216,000 people and almost $100,000,000 in 1939 Retail Sales. WNAB *coverage* is confined to the area of maximum results. WNAB *results* will make you beam!



AVAILABLE IN COMBINATION WITH WATR, WATERBURY
REPRESENTED BY RAMBEAU

Mr. Woods

(Continued from page 10)

ants, to carry out their tasks should be encouraged by appreciation and understanding on the part of our people at home.

The trip also gave us an opportunity to observe at close range the dangers of the tremendous power of radio as a weapon for both evil and good.

All radio in the Axis countries was operated under strict governmental control and used as a propaganda weapon. One of the best illustrations of the Germans' appreciation of the force of radio was their failure, although they had many opportunities as they retreated, to destroy powerful stations such as Radio Luxembourg. Of course, it was obvious that they hoped to recapture those facilities and resume their use for propaganda purposes.

At first thought it is inconceivable that before the war there was no commercial system independent of government in these countries. At Wiesbaden this matter was the subject of a heated debate after V-J Day as to the desirability of establishing a commercial, competitive system for Germany in order to convince the people of some of the advantages of democracy through competitive radio.

However, when the problem is examined without prejudice there are several vital reasons why a free competitive system is non-existent in Europe, and why such a system is not at present suitable in many of these countries. First and foremost is the problem of the adjacency of each nation to the other. All of Europe consists of 16 independent nations, and except for Russia, is compressed into a relatively small area. These 16 independent countries with many different languages, countless dialects and customs are in most cases smaller than many of our states and the distribution of the number of broadcasting frequencies is a major problem even under international agreement.

Second, the all-important question of international politics has been a paramount reason for government control of radio.

Consider for a moment Radio Luxembourg or Radio France permitting a Winchell or a Pearson or a Kaltenborn freedom of expression on the air. Every Sunday night would in all probability bring its own international incident with the resultant severance of diplomatic relations, and possibly even more drastic consequences.

The third reason why Europe lacks a competitive system of radio is a question of its underlying economics. Europe, with its lower purchasing power and its extremely low advertising expenditures as compared with those of the U. S., is in a weak position to support a competitive system of commercial radio.

The license-fee system for radio receivers seems to prevail in all of Europe, including England, and in my opinion has no bearing on the subject except insofar as it may tend to curtail the total circulation of such receivers.

What then is the answer? Can we and our allies afford to allow this vital instrument to be used again for stimulating a national spirit which will lead to war?

In my estimation we might as well permit Germany to rebuild her vast munitions and chemical plants and her airplane factories, as well as resume her research in atomic power. Our Armed Forces, in reopening German schools, are carefully screening text books, teachers and professors so as to eliminate any trace of Nazi activities in teaching the growing children. The few newspapers that are presently being distributed are also carefully screened by our Armed Forces in the zones we occupy.

The lesson to be learned is not only that it is important that the German radio be kept under our supervision and that of our democratic allies, but that every European must be taught what every liberty-loving citizen of our great country knows: that to have freedom one must want it; and to maintain freedom requires a fight as serious and as desperate as any waged in war.

Radio in the defeated countries of Europe is presently under the supervision of the Armed Forces, and I believe they understand the problem better at this moment than any private organization. The army appreciates that radio's power can be used for harm as lethal as atomic force, or for the salvation of mankind.

Plea to Kidnapers

WNAC Boston was the scene of a touching broadcast last Thursday when Mrs. James Carlan broadcast an appeal over the Yankee Network for the return of her kidnaped six-month-old son. Fred Land, "Tello-Test" announcer, read the plea a second time and urged all listeners to call Yankee Network News Service any time of day or night if they had any information as to the child's whereabouts.

NEW TV SET RELEASE AWAITED BY WBKB

WHENEVER manufacturers release new television sets, WBKB, Balaban & Katz video station in Chicago, will be ready with the type of entertainment the public is demanding from the new media, station officials signified Tuesday. Latest equipment is only half of the picture, William Eddy, general manager of WBKB, told BROADCASTING.

"Talent will always be the deciding factor in television, just as it is in any other media," he declared. This includes writers and producers as well as professional entertainers, Mr. Eddy added.

WBKB plans to augment its staff from time to time with people who believe in the future of television "as a commercial media", the WBKB executive pointed out.

Indicative of the station's program to obtain experienced personnel, was the return this week of Reinald Werrenrath, who left WBKB to enter the Navy three years ago. Mr. Werrenrath came to Chicago from NBC when Mr. Eddy took over the station operations. He will act as an assistant to Mr. Eddy, supervising program and production of new shows planned by the station. These will include a number of outdoor remote television programs, sports events, parades, conventions and "anything of interest to newsreels", Mr. Werrenrath said.

New Music Show

ILLINOIS MEAT Co., Chicago (Broadcast Corned Beef Hash and Redi-Meat), originated a new recorded musical show on WMAQ Chicago on Dec. 2, featuring Norm Ross as m.c. Show will be heard Sundays, 11:30-12 noon CST, for 52 weeks. Agency is Arthur Meyerhoff & Co., Chicago.

Hundredth Horror

HUNDREDTH broadcast of "Crime Files of Flammond", sponsored by Peter Hand Brewery Co., Chicago, on WGN Chicago, will be presented Dec. 4. Title of story will be "Case of the Hundredth Horror".

RELIGIOUS TRANSCRIPTION LIBRARY

Designed for Better Programs

130 NUMBERS in Basic Library

10 NEW NUMBERS Each Month

WIRE FOR AUDITION DISC

Instrumental, Vocal, All Types

Nationally Known Radio Artists

COSTS ONLY $15 A MONTH

CAMPUS Sacred CHRISTIANS Recordings

LOS ANGELES 23, CALIF.

NORTH EAST SOUTH WEST

The Texas Rangers

SELL MANY PRODUCTS FOR MANY ADVERTISERS

NOW ON

KBIX

Muskogee, Okla.

Producers Dairy, Inc.

GEORGE E. HALLEY TEXAS RANGERS LIBRARY

HOTEL PICKWICK, KANSAS CITY 6, MO.

AN ARTHUR B. CHURCH PRODUCTION

HORACE N. STOVIN AND COMPANY

RADIO STATION REPRESENTATIVES

offices

MONTREAL • WINNIPEG

TORONTO

WSLI

JACKSON MISSISSIPPI

Flattop, Mississippi

This is a fine little community on the Gulf Coast, but for peak advertising results—concentrate on JACKSON—where per capita income in 1944 was $1,695 as compared with the national average of $1,166.

WSLI—the "Double-Return" station, offers you maximum coverage of this market—at less cost!

BLUE NETWORK

WEED & COMPANY

NATIONAL REPRESENTATIVES

560
FIRST
on your dial
in
San Francisco
KSFO
Universal's Outlet
for
Northern California

630
ON THE DIAL
• MORE PEOPLE LISTEN
• MORE PEOPLE BUY
CKRC
WINNIPEG – CANADA
"THE DOMINION NETWORK"

They Run the Place

Listeners have the "say" when it comes to WAIR program policies. That's why this "peoples' " radio station is the stand-by of every age and class in this big-money market.

WAIR
Winston - Salem, North Carolina
Representative: The Walker Company

"THE DOCTOR ON THE AIR"
Popular Medicine Programs backed by medical authority.
Script & talent complete
FREDERIC DAMRAU, M.D.
247 Park Ave., New York, N.Y.
Wickersham 2-3638

ACLU

(*Continued from page 17*)

should afford all comers access to their microphones, which he termed an utter impossibility. "It is the responsibility of the individual broadcaster to make the decision as to what shall be heard on his station in his community," he stated, "and we want that responsibility kept there."

Mr. Willard agreed that the law, which forbids the broadcaster from censoring the talks of a political candidate while requiring him to take all candidates if he takes any, should in fairness exempt the broadcaster from any responsibility for the candidate's remarks. The station has the right not to carry any political speeches, he said, but in a hotly contested campaign that would not be good public service.

A third matter of concern to broadcasters, Mr. Willard stated, is the power of the FCC to exercise the power of censorship, forbidden it by the Communications Act, indirectly through its licensing power. Broadcasters, he said, would welcome legislation that would remove their fear of interference by the FCC.

Controversial Time

The radio committee of ACLU unanimously agreed that the way to insure an adequate discussion of public issues on the air is through a legal requirement that a certain percentage of a station's time be given over to the discussion of controversial issues, the committee's chairman, Thomas Carskadon, reported. The committee's unusual unanimity was immediately broken, he added, when it discussed the matters of time and what hours of the day.

Arthur Garfield Hays, ACLU counsel, took immediate issue with this position on controversial issue time, describing it as "appalling". Expressing the utmost opposition to forcing broadcasters either to give or to sell time for controversial issues, Mr. Hays said he would leave it all to "the pressure of public opinion and enlightened self-interest". Protests against improper operation should be raised only when a station's license is up for renewal, he declared.

Dr. Paul Lazarsfeld, director of Columbia U's office of radio research, suggested that more attention be paid to daytime serials and evening comedy programs, which he said have many times the audiences of forums. He proposed a continuous audit of such programs to see how they treated public issues, if at all, stating that the results would probably startle those responsible into action and that publicity of the findings might do what legislation can't.

Lewis Frank, of the National Citizens Political Action Committee, expressed disagreement with Mr. Willard's statement that the broadcaster should bear the responsibility for what goes on the air. The NCPAC, he stated, believes the law should prescribe rigid standards of public service and definite times for public service broadcasts. To keep the public reminded that the air belongs to the people, not to the broadcasters, Mr. Frank proposed a rule requiring every station, not merely at signoff time but several times a day, to announce that the air belongs to everyone and that the station operates on a government license for public service.

Fly Is Chairman

James Lawrence Fly, former FCC chairman, served as chairman for the radio, press, and motion picture session. Much time was used to discuss the Post Office censorship in the *Esquire* case and activities of the Hays office, state and city censorship boards, Legion of Decency and other pressure groups attempting to influence the production and showing of movies. When radio's turn came speakers had to be limited to two minutes. This left no time for debate.

In licensing the new channels available with the development of FM broadcasting, the FCC should give preference to "newcomers with a sense of public responsibility," Mr. Durr said in an address to the general luncheon meeting of the conference. Stating that the FCC had sought diversity in control of radio by its AM licensing, he said that it had not been secured, even with 950 AM stations. The four networks take up half of all the time and a much larger proportion of evening time, he stated, with the control of national advertisers superimposed on that of the networks. This situation, he declared, "is not conducive to diversification and to a free radio to let the people exercise the choice of selection in their listening."

Pointing out that 70% of the FM applicants have been standard broadcasters and 40% newspaper owners, Mr. Durr said that the opening up of FM will not mean diversification unless these new stations are operated by "new owners with new concepts." The present 13% of applications from newcomers is not enough, he said, urging for more public awareness of the fact that "too exclusive occupation of the air by one small group to the exclusion of other groups can be as effective censorship as government censorship."

Mr. Fly, who also spoke at the luncheon, urged international agreement to break down present barriers to a free worldwide communications system with direct circuits connecting all major centers of the earth and with no restrictions or preferential rates favoring any single nation or group at the expense of others.

FUTURE OF RTPB TO BE CHARTED SOON

FUTURE course of Radio Technical Planning Board, industry advisory group organized several years ago at suggestion of ex-FCC Chairman James Lawrence Fly, will be charted at a meeting to be called in early January by Haraden Pratt, RTPB board chairman and IT&T vice-president.

High praise for RTPB's help in hearings and studies leading up to FCC spectrum allocations was paid by Chairman Paul Porter in a letter to Mr. Pratt. The chairman voiced the hope that RTPB will continue to function in close cooperation with FCC on technical communications problems. He emphasized, however, that RTPB's activities should be confined to purely technical aspects, with companies presenting commercial aspects and others their particular points of view.

FCC, the chairman added, is reorganizing and strengthening its laboratory and technical facilities and intends to make all technical information fully available to the public as rapidly as possible.

Vice-chairman of RTPB is Howard S. Frazier, NAB Director of Engineering; Will Baltin, Television Broadcasters Assn., is treasurer, and Dr. W. H. Crew, Institute of Radio Engineers, is secretary.

Hicks to Ferry-Hanly

LT. COL. THOMAS EDWARD HICKS, released from the Marine Corps, has become a stock holder in Ferry-Hanly Co., and has been elected an officer and director of the New York agency. From 1933 to 1942 he was president of Personal Products Corp., a Johnson & Johnson subsidiary. In the Corps, he saw service in Marine Aviation in England and with Marine Night Fighter Squadron 531 in the South Pacific. During the last year of the war, he was on the staff of the Commanding General, Aircraft, Fleet Marine Force, Pacific.

Col. Hicks

Clarke Released

TOM CLARKE, with release from U. S. Marine Corps, has joined Foote, Cone & Belding, San Francisco, as assistant account executive.

Moriarty Moves

THOMAS H. MORIARTY, formerly with advertising and publicity operations of D. P. Brother & Co., has joined Ryder & Ingram Ltd., Oakland, Cal., copy staff.

WRC's Doll House

"THE DOLL HOUSE", WRC's Christmas campaign to provide dolls for Washington's needy children, will be revived Dec. 3, when Bill Herson starts his six-weekly broadcasts from the corner of 14th & F Sts., 6-9 a.m. "Coffee With Congress", regular Saturday feature will be discontinued until Sat., Dec. 29.

OPA Ceilings

(Continued from page 18)

delay, alleging that the Government agency failed to issue ceilings; when ceilings on parts were announced they provided no margin for profitable operation, and virtually all manufacturers must file individual requests for price adjustments before receiving sets can be turned out at a "reasonable profit".

OPA on the other hand charged that industry failed to cooperate by withholding cost-production data necessary to fixing ceilings. OPA did issue some parts increase factors in late August but several weeks later revised them upward, in some instances doubling them.

All of the first ceiling prices set by OPA were for small AM models. FM receivers are not expected to reach the market in any quantity before late winter or early spring.

While the major manufacturers asserted a few weeks ago that the OPA ceilings virtually eliminated the profitable manufacture of table models [BROADCASTING, Oct. 22], the first requests for set ceilings, oddly enough, were for table models ranging from 4-6 tubes. Prices are from $10.20 to $30. Following are the ceilings, including Federal tax, announced by OPA:

Crosley: Model 56-TC, 5-tube, AC/DC, 4-inch speaker, wood cabinet 8 1/8 x 13 3/8 x 6 3/8 inches, 2 bands, $30. (Prior to war Crosley featured the Fiver, a 5-tube table model at $19.95.)

Noblitt-Sparks: Model 444-Arvin, 4-tube, AC/DC, 4-inch speaker, metal cabinet 5-3/32 x 6 1/2 x 4-1/32 inches, 1 band, $10.40; Model 444A-Arvin, same specifications as 444-Arvin, $10.55; Model 442A-Kent, 4-tube, AC/DC, 4-inch speaker, metal cabinet, 5 x 6 1/2 x 3 7/8 inches, 1 band, $10.20.

Trav-Ler Karenola: Models 5002 and 6002, 6-tube, AC/DC, 5-inch speaker, bakelite cabinet, 6 5/8 x 9 5/8 x 5 1/8 inches, 1 band, $23.15; Model 5000 and 6000, 5-tube, AC/DC, 5-inch speaker, bakelite cabinet, 6 5/8 x 10 x 4 7/8 inches, 1 band, $19.25.

Portable phonograph price range was from $22.45 to $53.15.

Wood Bill

(Continued from page 18)

mit the Wood Bill to reach the floor of the House."

Raymond Swing, American commentator whose scripts were among those requested by the committee, said: "The proposal of the Wood Bill suffers, in my opinion, from two misconceptions. One is that the public does not readily distinguish between a news program and a news commentary. The word 'newscaster' is already part of the language; so is the word 'commentator'. The radio public knows quite well that a commentator is giving opinion. It is not true that the networks need to be restrained from deceiving the public about this, for it has no such interest or intention.

"The second misconception is that what is usually called news as such is free from opinion. This is a common and perhaps dangerous error in the discussion of freedom of speech. For the statement of all news represents a choice, and a choice bespeaks an opinion. There is no such thing as purely objective news. And what the Wood Bill assumes is that the networks can abandon their responsibilities in favor of the news agencies, which the bill in no way controls."

John Daly, CBS commentator, had this to say: "The Wood Bill marks another call to battle for all those who hold that 'freedom of expression' is essential to the maintenance of democracy. The radio industry, particularly the radio news branch, has amply demonstrated its integrity and appreciation of responsibility in the so recent and trying crucial years of war. The self-regulation that maintained a cool head and good taste under the excitement of immediacy of news developments during the war will certainly serve the interests of honest, objective reporting in peace. The disconcerting aspect of the Wood Bill is that radio news, which served the nation so well and faithfully during the long months of the war, should now have this suggestion from a member of Congress that it lacks integrity and good faith. It is hardly a just reward for a job well done."

Representatives of the following organizations met Tuesday in Washington to map a campaign to defeat the Wood Bill and to seek dissolution of the Un-American Committee, according to Rep. Patterson: Americans United for a World Organization, Independent Citizens Committee of the Arts, Sciences & Professions, Southern Conference for Human Welfare, Natl. Lawyers' Guild, Natl. Federation for Constitutional Liberties, Natl. Farmers' Union, Natl. Assn. for the Advancement of Colored People, Natl. Council of Negro Women, Natl. Negro Congress, League of Women Shoppers, Brotherhood of Railway Trainmen, Alpha Kappa Alpha Non-Partisan Council, CIO.

Lost Papers Found

ROBERT ST. JOHN's plea on his daily commentary program on NBC on Nov. 26 for vital medical data lost by Lt. Comdr. William T. Foley of the Navy Medical Corps brought fast results when Comdr. Foley reported that his papers had been returned at 4 p.m. the same day. Letter to NBC's information department was received at 9:15 a.m. last Monday, and Mr. St. John went on the air at 10 a.m. Papers contained data on new type of vitamin deficiency disease and were invaluable to medical science.

John H. Stenger

JOHN H. STENGER, amateur radio experimenter, and founder of WBAX Wilkes-Barre, died at his home in Wilkes-Barre last Monday after a long illness. He was born in York, Pa., and had lived in Wilkes-Barre since 1886.

NOW AVAILABLE

Town and Country Time

ONE FULL HOUR
EVERY WEEKDAY MORNING

FOR THE FIRST TIME ONE NETWORK
Will Blanket the Richest
Agricultural Market in America
MISSISSIPPI VALLEY NETWORK

PARTICIPATIONS AVAILABLE
78 Stations..One Clearance..One Billing

Wire or Write for Details

NORTH CENTRAL BROADCASTING SYSTEM, INC.

CHICAGO 1, ILL.
360 North Michigan Avenue
Central 6894

ST. PAUL 1, MINN.
E-622 First National Bank Building
Cedar 8579

NEW YORK 1, N. Y.
Empire State Building
Longacre 5-4874

WJHP
Jacksonville, Fla.
BUY
What Jacksonville's Homes Prefer!
IT'S MUTUAL, NOW!
Represented by
JOHN H. PERRY ASSOCIATES

THROUGHOUT THE DEEP SOUTH
NEW ORLEANS
Folks Turn First to—
WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY
50,000 Watts
Clear Channel
CBS Affiliate—Represented Nationally by The Katz Agency, Inc.

WBNX
DAILY PROGRAMS IN
Italian
Polish
English
Jewish
German
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

ONE OF THE GREAT STATIONS OF THE NATION
KGW
PORTLAND, OREGON
REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

Franchise Tax

(*Continued from page 16*)

cause of the "fabulous value" of FM channels.

Excess Profits Tax

"Anybody in charge of the resources should take the matter up with Congress," he continued. Told that radio's excess profits taxes alone would amount to an estimated 20 million dollars annually [BROADCASTING, Nov. 19], Rep. Cannon declared:

"I opposed repeal of the excess profits tax. The companies are still making more profits. Why shouldn't they pay the tax?"

Mr. Cannon wouldn't be averse to a franchise tax, he said, although he explained such legislation must originate in the Ways & Means Committee. "If we tax the telegraph lines and the telephone companies, why shouldn't radio pay a franchise tax?" he asked.

"I realize that anyone in public life would hesitate to take a position which might be considered critical of broadcasters because they're able to assert influence," he stated. "But some attention should be given this problem by the FCC and the Congress."

Rep. Cannon was a member of the official American delegation making the maiden flight of the first trans-Atlantic clipper in June 1939. The Americans were feted at dinner by the British minister in charge of broadcasting and were taken on a conducted tour of the British Broadcasting Corp. He has not been in England since. He was to leave Monday on the first Washington-Paris flight by TWA.

It was learned on Capitol Hill, following disclosure of the subcommittee hearings, that some Congressmen favor a fixed franchise tax, depending upon the station's frequency and power. This tax presumably would be graduated for local channels, regionals and clear channels.

FCC Might Approve Tax

It was understood the FCC would go along with another group which favors a tax on radio's profits above 25% of invested capital.

An effort to assess radio's income above normal taxes was made in the House in the late 30's when the Ways & Means Committee reported out a bill to assess the gross receipts of stations. The bill died in the Senate, however.

Rep. Taber (R-N.Y.) questioned Chairman Porter during the appropriations hearings on the question of a franchise tax, commenting: "The railroads, utilities, telephone and telegraph companies did have to contribute that kind of a tax and some people have the idea that the broadcasting stations would not be hurt too much if they had to pay something of that kind." He added that the franchise tax was not Federal but State.

"It is possibly a little more difficult to handle it from the State standpoint in connection with broadcasting stations than it is in connection with these other public services—perhaps not—I do not know about that," added Rep. Taber.

Rep. Ludlow (D-Ind.) also displayed keen interest in radio's profits, asking: "Under the law which you operate and in your administrative procedure do you take into consideration a profit of a station? Do you let them make all they can? That is none of your business?" Chairman Porter replied:

"There is some view in the Commission, which I share, that stations with this public franchise making that kind of profit owe something to the public in the services performed and so we look at their renewal applications with that in mind." Mr. Porter had testified that radio's profit was 200% of depreciated plant value, declaring that broadcasting "is an enormously profitable industry".

Problem Develops in Interim Station Sale Procedure Plan

A PUZZLER in the FCC's interim procedure for handling station sales developed last week as the FCC-set time for accepting public bids on WHDH Boston expired with no new takers.

While the Commission's public notice on the proposed sale of the station by Matheson Radio Co. to Fidelity Broadcasting Corp. said bids would be accepted for 60 days from Sept. 24 (date the application was filed), the applicants' advertisement, published in a Boston paper beginning in early November, said bids might be submitted for 60 days from date of the advertisement.

FCC Time Expired

Thus the time set by the FCC expired several days before the time set by the applicant. Question is whether bids would be accepted if filed after the date fixed by FCC's notice but before the deadline set by WHDH.

FCC sources indicated this was one phase of the policy to be covered in the rules which FCC said, in announcing the proposed procedure in the Crosley-Avco decision [BROADCASTING, Sept. 10], would be established to govern procedure in transfers and assignments. Until then, it appeared, particular circumstances will be taken into consideration in each case, with the policy suggested in the Crosley-Avco decision serving as a guide rather than a set standard.

Whichever deadline may be considered final in the WHDH case, no competitive bids had been received last week.

Meanwhile, the FCC inserted notices in the *Federal Register* calling attention to the proposed transfer of control of KMTR Radio Corp., licensee of KMTR Los Angeles, and proposed assignment of license of KROY Sacramento. The applicants are advertising the contemplated transfers in newspapers in their respective cities.

The notice on KROY says license of the standard station is proposed for assignment to Harmco Inc., Sacramento, from Royal Miller, Marion Miller, L. H. Penney and Gladys Penney, doing business as Royal Miller Radio. Purchase price under an agreement dated Oct. 25 is $150,000. Competitive bids will be accepted by FCC for 60 days from Nov. 14, date of the application.

The KMTR case involves transfer of control from Marilynne Dalton Alcorn and other stockholders to Dorothy S. Thackrey of New York City. FCC's notice said purchaser had agreed to buy 747½ shares of the 1,000 shares of common voting stock issued and outstanding, for $375 a share, "subject to certain adjustments". The notice says other bids will be acceptable for 60 days from Nov. 9. The agreement, however, stipulates that it shall become null and void unless approved by FCC by Dec. 31, but this is subject to purchaser's option to extend the time to March 31.

Lecture at Georgia U.

THREE radio executives have served as special lecturers at the Henry W. Grady School of Journalism, U. of Georgia, during the autumn quarter. Leonard Reinsch, director of the Cox stations, and radio adviser to President Truman, spoke on the President and on the broadcast mission to Europe. Wright Bryan, commentator on WSB Atlanta and NBC, and editor of the *Atlanta Journal*, spoke as a Press Institute guest. Wilton E. Cobb, manager of WMAZ Macon, Ga., and a duPont award winner, discussed broadcasting as a career.

Snow in September..

down South...
Cotton is the 16-county WSPA-Piedmont's largest money crop. Over 27,500,000 baled-pounds each year are produced in Spartanburg County alone.
CBS
WSPA
SPARTANBURG, SOUTH CAROLINA
Home of Camp Croft
5000 watts Day, 1000 watts Night
950 kilocycles, Rep. by Hollingbery

Gen. Cramer, Andrew Haley Form Law Partnership; Phil Baker Joins Firm

MAJ. GEN. MYRON C. CRAMER and Andrew G. Haley formed a partnership as Cramer & Haley, radio lawyers, in Washington effective Dec. 1, the day after Gen. Cramer's retirement as Judge Advocate General of the Army. Philip M. Baker, a member of Mr. Haley's staff, is associated with the firm. Offices are in the Earle Bldg., Washington 4, D. C.

Gen. Cramer

Gen. Cramer, who received the Distinguished Service Medal and the Legion of Merit from Secretary of War Robert P. Patterson on Oct. 4 and was praised for "exceptional distinction" in solving "difficult, complex and unprecedented legal problems" as Judge Advocate General, received his A.B. degree from Wesleyan U., Middletown, Conn., and his law degree from Harvard U. He practiced law in New York for three years and was deputy prosecuting attorney for Pierce County.

In 1916 he was called into Army service for patrol duty on the Mexican border, and in the first World War he went to France as a captain with the 41st Division, returning in 1919 as a lieutenant colonel. He was awarded the Ordre de l'Etoile Noir of France.

Later commissioned major, Judge Advocate General's Dept., Regular Army, he was appointed Judge Advocate General on Dec. 1, 1941. His Army career includes assignments as assistant professor of law, U. S. Military Academy, West Point, and chief of the Contracts Division, Office of Judge Advocate General.

Lauded by Patterson

Secretary Patterson lauded "his aggressive leadership and astute judgment" as Judge Advocate General.

Mr. Haley, who received his AB degree from George Washington U. and law degree from Georgetown U., Washington, has practiced law in Washington for seven years. He was counsel for FCC, 1934-39, after practicing law in Tacoma 1928-34. Following outbreak of war he entered military service as a major, Judge Advocate General's Dept., Headquarters, AAF. In September 1942 he was relieved of active duty to become president of Aerojet Engineering Corp., Pasadena, Cal., which was engaged in wartime rocket and jet propulsion power work. With the end of the war he returned to fulltime law practice.

In September 1945 he was appointed adviser on aircraft to the Senate Special Committee investigating the National Defense Program (Mead Committee). He has contributed numerous articles to law reviews, including "The Law on Radio Programs", which was made a Senate document.

Mr. Baker received his law degree from Georgetown U. and has been a member of the bar of the District of Columbia for 12 years. Before joining Mr. Haley's staff he was counsel for the FCC and other Federal agencies for several years.

NAB PROGRAM DEPT. TO BE CONSIDERED

FORMATION of a program department in the NAB will be considered at a meeting to be held Dec. 10-11 in New York by the Program Managers Organization Committee, appointed after the NAB Board of Directors asked for suggestions on the subject. Meeting will be held at the BMB board room.

Chairman of the committee is Harold Fair, WHO Des Moines. Other members are Henry W. Slavick, WMC Memphis; Eugene Carr, WHBC Canton, O.; Howard R. Chamberlain, WLW Cincinnati; Ralph W. Hardy, KSL Salt Lake City; Clarence L. Menser, NBC; Douglas Coulter, CBS.

McElroy Announces

JACK McELROY has been assigned announcer on "Round-Up Time", Hollywood-originating sustaining series on American.

Goodnow, Hilker Join Weldon & Carr Office

Mr. Hilker

Mr. Goodnow

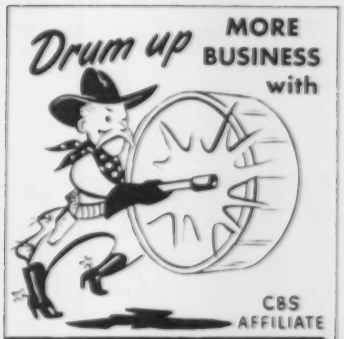
ARTHUR GOODNOW, of Westinghouse Electric Corp., and Ross Hilker, of KSTP St. Paul, have joined the consulting engineering firm of Weldon & Carr. Mr. Goodnow was chief engineer in charge of AM and FM broadcast transmitter development at Westinghouse and Mr. Hilker was technical supervisor of KSTP.

Mr. Goodnow, a graduate of Armour Institute of Technology, was with RCA Marine Division, later chief engineer of WJJD Chicago. He joined Westinghouse in 1931 and was audio supervisor at KYW Chicago, KDKA Pittsburgh and again KYW when it moved to Philadelphia. Transferred to the Westinghouse radio division, he supervised installation of 50 kw transmitters at WBZ Boston, WPTF Raleigh, WBBM Chicago and KXEL Waterloo. Since last December he has been in charge of broadcast transmitter development.

Mr. Hilker majored in engineering at U. of Minnesota, working at KSTP and at WCAL Northfield, Minn., while in school. He joined KSTP after leaving school, becoming technical supervisor in 1942, and also was radio engineer for the state. He carried out construction of the new KSTP studios and was in charge of television research. He is chief mechanical engineer for Weldon & Carr.

Young Wins Award

PHILIP A. YOUNG, copy chief of the radio department of N. W. Ayer & Son Inc., New York, is winner of the national radio script contest sponsored by the National Council of the YMCA to promote greater understanding of other peoples of the world. Prize awarded is $500 and a guarantee of production. Young built his script, entitled "Nine September", around a night encounter on Iwo Jima between two GI's, a Negro, a Jew, and a wounded American-educated Japanese soldier. Play points out that people, no matter what their race or creed, are the same the world over. Judges were Mrs Dorothy Lewis, Co-ordinator of Listener Activity, NAB; Richard McDonagh, manager of script division, NBC; Dr. Harrison Summers, American director of Public Service; Peter Lyon, president of the Radio Writers Guild; Earle McGill, producer-director, formerly with CBS; and Harper Sibley, chairman, International Committee of YMCA.



It's consistent leadership that counts. It's listeners you're really after. We deliver 'em.

"Hooper after Hooper proves it!"

KTSM

Nat. Reps. Geo. P. Hollingbery

EL PASO, TEXAS

WFMJ SELLS The Rich Mahoning Valley

Ohio's Third Market at less cost—affiliate of the American Network.

Ask HEADLEY-REED

WFMJ YOUNGSTOWN, OHIO

AGRICULTURAL

WE'VE BEEN PROGRAMMED FOR THE FARMER FOR 20 YEARS. THAT'S WHY WIBW-ADVERTISED GOODS SELL SO WELL IN KANSAS AND ADJOINING STATES.

WIBW The Voice of Kansas in TOPEKA

KFMB Sells SAN DIEGO

Because KFMB goes over in a big way with its exclusive ABC (American) Network shows, it goes over big with advertisers who realize that KFMB does a real "internal" selling job in San Diego.

KFMB BASIC AMERICAN NETWORK (Pacific Coast) SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS Represented by the BRANHAM CO

» IN PHILADELPHIA
WIBG
Leads in SPORTS
10,000 WATTS
Leads in MUSIC
FULL TIME!
Leads in NEWS
Philadelphia's Most Powerful Independent

THERE'S ONLY 1 STATUE OF LIBERTY but WHN REACHES 2 NEW YORKS!
(The population of WHN's primary coverage area is 15,398,401, more than TWICE the number of people in New York City proper.)
WHN
Dial 1050 50,000 watts
Metro-Goldwyn-Mayer—Loew's Affiliate

KILOCYCLES
5000 WATTS Full Time
American Broadcasting Co.
Represented Nationally by John BLAIR & CO.
KXOK
ST. LOUIS, MISSOURI

In the UTAH Market

The POPULAR Station
KDYL
SALT LAKE CITY
UTAH'S NBC STATION
National Representative JOHN BLAIR & CO.

ACTIONS OF THE FCC

NOVEMBER 22 to NOVEMBER 29

Decisions . . .

ACTIONS BY COMMISSION

NOVEMBER 23

KID KID Broadcasting Co., Idaho Falls, Ida.—Announced adoption of decision approving application for vol. assgn. license from KID Broadcasting Co. to Idaho Radio Corp. for $108,000. Assignee 71% owned by local residents, including David Smith, pres., 30%; Joseph E. Williams, v-p, 18%. Other 29% held by Radio Service Corp. of Utah, KSL licensee, and four individuals connected with KSL interests.

NOVEMBER 28

Garwood Irrigation Co., Garwood, Tex.—Granted land station, two 50 w portable and four 35 w mobile units to compose radio system for use in operation of irrigation system serving 100,000 acres.

NOVEMBER 29

Cancelled Orders 99 through 99-B and 101 relating to possession of unlicensed transmitters by individuals, manufacturers and dealers.

1230 kc

Bremerton Broadcast Co., Bremerton, Wash.—Designated for hearing application for new station 250 w unl. Firm is partnership composed of Bruce Bartley (95%), attorney, and F. L. Pruitt, Kitsap County commisisoner who also operates his own merchandising, real estate and insurance firm. Est. cost $15,700.

1240 kc

NEW-AM Central Washington Broadcasters Inc., Ellensburg, Wash.—Granted CP new station 250 w unl. Officers and stock holders: Goodwin Chase Jr., pres., 83.33 sh (33.3%), who is v-p Washington National Bank; E. B. Craney, sec.-treas. 33.3%, mgr. and 50% owner KGIR, 33.3% KFPY, 50% KRMB, 40% KXL, 40% KPFA; Frances R. Symons, v-p 33.3,% 35% KXL, 25% KGIR and com-mgr. KFPY. Est. cost $16,000.

1340 kc

NEW-AM The Middle Tennessee Broadcasting Co., Columbia, Tenn.—Granted CP new station 250 w unl. Stock: 500 sh commn $25 par authorized, issued and outstanding. Officers and stockholders: R. H. McKay Jr., pres. (28%), owner of fire insurance agency; R. M. McKay Sr., sec.-treas. (70%), banker and owner of McKay Insurance Agency; C. A. Ross, v-p (1%), cashier, Middle Tennessee Bank; C. A. Kennedy, attny. (1%). Est. cost, $8.100.

Diamond State Broadcast Corp., Dover, Del.—Designated for hearing application for new station 250 w unl.

NEW-AM Dorrance D. Roderick, Silver City, N. M.—Granted new station 250 w unl. Permittee is newspaper publisher and owner-operator KROD. Est. cost $15,499. Also has filed for Pueblo, Col., and Odessa, Tex.

1400 kc

Indian River Broadcasting Co., Fort Pierce, Fla.—Designated for hearing application for new station 250 w unl. Consolidated with applications of Southeastern Broadcasting Co., Southern Media Corp., Ft. Lauderdale Broadcasting Co. Indian River Broadcasting is composed of: Douglas Silver, pres., 150 sh (50%), who is freelance writer, citrus grove and farm owner; T. F. Koblegard, v-p (16.7%), dir. Union Carbide Co.; R. N. Koblegard, sec.-treas. (16.7%), associated with two sons in real estate and motion picture theaters; A. F. Lawson (16.7%), physician and owner-operator Weston General Hospital.

NEW-AM Gilbert H. Kayner and Howard H. Kayner d/b Kittitas Valley Broadcasting Station, Ellensburg, Wash.—Granted CP new station 250 w unl. Co-partnership. Gilbert Kayner formerly owned Ellensburg Daily Record. Howard Kayner did radio and radar work in Army. Est. cost, $15,500.

NEW-AM E. Thomas O'Brien, Mildred O'Brien Chalberg, John Chalberg, Mabel O'Brien Smith and William Graham d/b Brainerd Broadcasting Co., Brainerd, Minn.—Granted CP new station 250 w unl. Interests: E. Thomas O'Brien 52%, merchant, wholesale grocer and American Red Cross field director for 15 mo. at Camp Hood, Tex.; Mildren O'Brien Chalberg 11%; John Chalberg 11%, teacher; Mabel O'Brien Smith 6%; William Graham 20%, insurance agent, merchant, part-owner real estate holding firm. Est. cost $13,850.

NEW-AM McAlester Broadcasting Co., McAlester, Okla.—Granted CP new station 250 w unl. subject to condition permittee make more complete showing of programs to be rendered prior to license issuance. Co-partnership composed of C. E. Wilson, operator-mgr. oil business for three years and announcer-operator at KWIL one year, and P. D. Jackson, for nine years in insurance sales supervisory work. Est. cost $14,070.

1450 kc

NEW-AM W. R. Frier, Cartersville, Ga.—Granted CP new station 250 w unl. Permittee is owner Bartow Herald, Centerville, Ga., half-owner Enterprise Publishing Co., Douglas, Ga. Est. cost $11,050.

NEW-AM Lowell F. Arterburn d/b Athens Broadcasting Co., Athens, Tenn.—Granted CP new station 250 w unl. Arterburn is publisher-editor Daily Post Athenian. Est. cost $14,369.

1490 kc

James S. Rivers tr/as Southeastern Broadcasting Co., Fort Pierce, Fla.—Designated for hearing application for new station 250 w unl. Consolidated with applications of Indian River Broadcasting, Southern Media Corp., Ft. Lauderdale Broadcasting Co. Rivers in gen. mgr. WMJM.

NEW-AM Joseph P. Ernst, Worland, Wyo.—Granted CP new station 250 w unl. Ernst has been chief engineer KOMO-KJR, formerly engineer with KONP KTBI KVOS. Est. cost $6,060.

NEW-AM R. O. Hardin and Verna S. Hardin tr/as Athens Broadcasting Co., Athens, Tenn.—Granted CP new station 250 w unl. Co-partnership. R. O. Hardin has been movie projectionist for 27 years, also amateur radio operator. Last six months of 1944 he did special construction work on secret electronic equipment for Clinton Labs., Oak Ridge, Tenn. V. S. Hardin has been dancing instructor eight years, two years amusement park manager. Est. cost $6,550.

NEW-AM S. Marvin Griffin, Bainbridge, Ga.—Granted CP new station 250 w unl. Permittee since 1944 has been Adjutant General, State of Georgia, and is former newspaper editor and publisher. Est. cost $11,500.

NEW-AM Frankfort Broadcasting Co., Frankfort, Ky.—Granted CP new station 250 w unl. Stock: 300 sh $100 par authorized, 200 sh issued and outstanding. Officers and stockholders: J. S. Yager, pres., 50 sh (25%) subscribed, who is asphalt engineer and attny; Clarence H. Fleming, v-p (25% sub.), Army captain and farmer; Roger Adams, sec.-treas. (5% sub.), president State National Bank, Frankfort. Remaining interest held by local business and professional men, none of whom have other radio interests. Est. cost $13,300.

NEW-AM Glasgow Broadcasting Co., Glasgow, Ky.—Granted CP new station 250 w unl. Stock: 350 sh $100 par authorized, issued and outstanding. Stockholders and officers: Gordon Brown, pres., owner Brown Ice Cream Co.; J. H. Webb, v-p, partner in Ideal Chevrolet Co.; Nelle B. Vaughan, sec., former Kentucky State Commissioner of Parks; Glasgow Realty Co., 42.9A%; Murrell Davis, 14.3%, mgr. National Stores; V. H. Jones, J. B. Rogers and W. H. Conklin each 8.9%; William P. Gillenwaters, 7.1%, mgr. Fair Stores. Est. cost $16,200.

ADMINISTRATIVE BOARD ACTIONS

NOVEMBER 26

(Reported by FCC Nov. 28)

WFEB Alabama Broadcasting Co., Sylacauga, Ala.—Granted authority to install new automatic frequency control unit.

KEEW Radio Station KEEW Ltd., Brownsville, Tex.—Granted authority to determine operating power by direct measurement of ant. power.

WLEE Thomas Garland Tinsley Jr., Richmond, Va.—Granted license to cover CP authorizing new station 1450 kc 250 w unl. except when WBBL operates. Also granted authority to determine operating power by direct measurement of ant. power.

WBBL Grace Covenant Presbyterian Church, M. A. Sutton, Agt., Richmond, Va.—Granted license to cover CP authorizing change frequency to 1450 kc increase power to 250 w, changes in hours operation. Also granted authority to determine operating power by direct measurement of ant. power.

KCHD KMAJ Inc., Grand Island, Neb.—Granted license to cover CP authorizing new relay station to be used with KMAJ; frequencies 30.82, 33.74, 35.82, 37.98 mc; 50 w.

WMRW Textile Broadcasting Co., area of Greenville, S. C.—Granted license to cover CP for new relay station to be used with WMRC; frequencies 33.38, 35.02, 37.62, 39.82 mc, 2 w.

W9XEV Evansville on the Air Inc., Glenwood, Ind.—Granted mod. developmental station CP for extension completion date to 1-19-46.

ACTIONS ON MOTIONS

(By Comr. Wakefield)

NOVEMBER 29

Capitol Broadcasting Corp., Charleston, W. Va.—Granted petition for leave to amend application for new station to show changes in stockholders; amendment filed with petition was accepted.

WCPO Scripps-Howard Radio Inc., Cincinnati—Granted motion for leave to amend application for CP; amendment filed with motion was accepted. Also granted petition for leave to intervene in hearing now set 12-19-45 on application of Voice of Marion for new station Marion, Ind.

WHBU Anderson Broadcasting Co., Anderson, Ind.—Granted petition for leave to amend application of Chronicle Publishing Co. for new station Marion, Ind.

New Iberia Broadcasting Co., New Iberia, La.—Granted motion insofar as it seeks 30-day continuance on hearing on application for new station; hearing now set 12-3-45 continued to 1-2-46.

Copper City Broadcasting Corp., Rome, N. Y.—Denied petition for continuance to 1-15-46 of consolidated hearing on Utica and Rome, N. Y., applications now set 12-10-45, and ordered hearing transferred to Rome to be held on date now set, provided, however, hearing may be adjourned to Utica at discretion of presiding officer, and that it shall be adjourned to offices of FCC in Washington 12-13-45 for presentation of additional evidence. Commission further ordered that not less than 5 days before said hearing at Rome, all applicants who desire to take testimony of witnesses shall so notify FCC and all parties to proceeding, and in such notification they shall specify name and address of each witness and matter and facts concerning which it is expected such witness will testify.

Applications . . .

NOVEMBER 23

1150 kc

KSWO Oklahoma Quality Broadcasting Co., Lawton, Okla.—Authority to determine operating power by direct measurement of ant. power.

1230 kc

KFDA Amarillo Broadcasting Corp., Amarillo, Tex.—Same.

1450 kc

WGOV E. D. Rivers, Valdosta, Ga.—Same.

Amendments

Commonwealth Broadcasting Corp., Danville, Ky.—CP new station 1490 kc

NATIONAL DESIGN SERVICE
Consulting Radio Engineers
AM • FM • TV
STUDIOS DESIGNED & BUILT
N. Y. C. 96 Liberty St. BE 3-0287
1129 Vermont Ave., N. W. RE-1464 Washington, D. C.
MEMBER RMA

0 w unl., amended to request 1230 100 w.

Norfolk Broadcasting Corp., Norfolk, Va.—CP new station 1200 kc 250 w D, amended to request 1220 kc.

Fred Weber, E. A. Stephens and William H. Talbot d/b Texas Broadcasters, Houston, Tex.—CP new station 1580 kc 250 w N 1 kw D unl., amended to request 1590 kc 1 kw D.

WTCN Minnesota Broadcasting Corp., Minneapolis—CP change 1280 kc to 710 kc, 1 kw N 5 kw D to 10 kw DN and install new trans. and DA-N and change trans. site, amended re changes in DA.

Vincent S. Barker and Gladys J. Barker d/b Freeport Broadcasting Co., Freeport, Ill.—CP new station 1400 kc 250 w unl., amended to request 1570 kc 1 kw D, changes in trans. equip. and change trans. site.

NOVEMBER 26

LICENSE renewal applications were received for following standard stations: WTMV WDBC WMRN WBTA KBST KTBI KEYS WGRM KRNR KSRO KFFA KBON. Also relays KEJO KBWB.

620 kc

WLBZ Maine Broadcasting Co., Bangor, Me.—Authority to determine operating power by direct measurement of ant. power for non-directional ant. D.

580 kc

TRANSFER WTAG Worcester Telegram Publishing Co., Worcester, Mass.—Vol. assgn. license to WTAG Inc., wholly owned subsidiary firm. Purpose is to separate financial structures. Assets of $165,000 plus cash to total $300,000 to be transferred to subsidiary. Newspaper to receive like in stock. Authorized capital WTAG Inc. $500,000. Legal counsel—Karl A. Smith, Washington.

650 kc

KXRO KXRO Inc., Aberdeen, Wash.—CP change 1340 kc to 650 kc, increase 250 w to 1 kw, install new trans. and new verticle ant. and change trans. site.

1230 kc

TRANSFER KGDE Charles L. Jaren, Fergus Falls, Minn.—Vol. assgn. license from Charles L. Jaren to Fergus Radio Corp. for $50,000. Fergus Radio officers and stockholders: Roger L. Dell, pres. (33⅓), attny; Clara Dell, v-p (33.3⅓); Harold L. Dell, sec.-treas. (33.3⅓), attny. Legal counsel — Fisher & Wayland, Washington.

1340 kc

TRANSFER KAND Navarro Broadcasting Assn., Corsicana, Tex.—Vol. assgn. license to Alto Inc. for $25,000. Half interest in Navarro Broadcasting is held each by J. C. West, pres., who holds 9% interest in assignee, and Frederick Rauson. Alto stock: 500 sh $100 par. Major stockholders and officers: P. M. Stevenson, pres., 90 sh (18%); Wesley M. West, v-p and sec., 28%; C. V. Upton, v-p and treas., 5%; T. C. Stone, asst. treas. and asst. sec. All are local businessmen. Total of 140 sh is held by group affiliated with or having interests in KRLD or Times Herald Printing Co., parent firm. These include: T. C. Crooch, D. A. Greenwell, Allen Merriam, J. C. Jefferson, E. K. Mead, Ruth F. De Varney, Roy Flynn, John W. Runyon, Clyde A. Taber, C. V. Upton. Legal counsel—James Lawrence Fly, New York.

TRANSFER KRND The Bend Bulletin, Bend, Ore.—Vol. assgn. license to Central Oregon Broadcasting Co. No money involved. Shift is to separate newspaper from station and give Frank E. Loggan, present general manager, majority control in new firm for his share in Bulletin. Present holdings in Bulletin: Henry N. Fowler, pres., 45 sh (90%); F. H. Loggan, v-p, 10%; Robert L. Sawyer, sec-treas., 60%. Central Oregon holdings to be: F. H. Loggan, pres. and sec., 60%; H. W. Fowler, treas., 20%; R. W. Sawyer, v-p, 20%. Legal counsel—Fisher & Wayland, Washington.

Amendments

The Eagle-Gazette Co., Lancaster, O.—CP new station 880 kc 1 kw D, amended re equip. changes.

National Broadcasting Co. Inc., Cleveland—CP new FM (Metropolitan) station on Channel 55 (98.9 mc) and coverage to be determined, amended to change coverage to 10,950 sq. mi., change trans. equip., specify population as 2,001,475 and specify ant. system.

Dixie Broadcasting Co., Montgomery, Ala.—CP new station 800 kc 250 w D, amended to request 1 kw, change type trans. and make changes ant. system.

George H. Thomas, James J. Davidson Jr. and Daniel H. Castille d/b New Iberia Broadcasting Co., New Iberia, La.—CP new station 1240 kc 250 w unl., amended re ant. changes.

Rome Broadcasting Corp., Rome, Ga.—CP new FM (Metropolitan) station on 48.1 mc and coverage of approx. 8,000 sq. mi., amended to request Channel 39 (95.7 mc), change coverage to 7,641 sq. mi., change trans. site and specify population as 484,929.

Independent Broadcasting Co., Des Moines, Ia.—CP new station 940 kc 250 w N 1 kw D unl., amended to change power to 10 kw DN, install DA-N and change trans. site from Des Moines to near Ford, Ia.

National Broadcasting Co. Inc., Chicago—CP new FM (Metropolitan) station on Channel 55 (98.9 mc) and coverage of 10,800 sq. mi., amended to change coverage to 10,400 sq. mi., change type trans. changes in ant. system.

KPOW Albert Joseph Meyer, Powell, Wyo.—Cp change 1230 kc to 1260 kc, increase 250 w and 1 kw, install new trans. and DA-N and change trans. site, amended to change trans. site.

E. L. Barker, Claribel Barker, T. H. Canfield, Opal A. Canfield and Charles M. O'Brien Jr., San Jose, Cal.—CP new station 1170 kc 5 kw DA unl., amended to change name of George M. O'Brien Jr. to read Charles M. O'Brien Jr.

National Broadcasting Co. Inc., San Francisco—CP new FM (Metropolitan) station on Channel 55 (98.9 mc) and coverage to be determined, amended to specify coverage of 13,580 sq. mi., change type trans. and trans. site from within 35 mi. of San Francisco to San Bruno, Cal., specify population as 2,001,544 and specify ant. system.

Application Dismissed

The American Network Inc., New York—CP new FM station on 47.9 mc, 8,840 sq. mi. (request of attorney).

Petition to Reinstate

WHEB WHEB Inc., Portsmouth, N. H.—Petition to reinstate application for CP change hours operation from limited to WSB to unl., install DA-N (750 kc).

NOVEMBER 27

Amendments

The Yankee Network Inc., Boston—CP new FM (Metropolitan) station on Channel 25 (92.9 mc) and coverage not specified, amended to change frequency to Channel 66 (101.1 mc).

The Yankee Network Inc., Providence, R. I.—CP new FM (Metropolitan) station on Channel 43 (96.5 mc) and coverage not specified, amended to request Channel 56 (99.1 mc).

The Yankee Network Inc., Bridgeport, Conn.—CP new FM (Metropolitan) station on Channel 72 (102.3 mc) coverage not specified, amended to change frequency to Channel 67 (101.3 mc).

Baltimore Broadcasting Corp., Baltimore—CP new FM (Metropolitan) station on 48.3 mc with 3,600 sq. mi. coverage, amended to change trans. site from Baltimore to near Towson, Md., and change type trans. and ant. system.

Alfred H. Temple, Alma Horn Temple and Dr. Frederick Fayne Kumm d/b Deep South Radioways, Lake City, Fla.—CP new station 1340 kc 250 w unl., amended to specify trans. site.

A. H. Belo Corp., Dallas, Tex.—CP new FM (Metropolitan) station on frequency between 43.1 and 44.3 mc and coverage of approx. 22,700 sq. mi., amended to specify max. power of 10 kw, ant. system and change trans. site from Dallas County to Dallas.

Missionary Society of St. Paul the Apostle, New York—CP new station 1130 kc 10 kw unl., amended to specify trans. site as Belleville Turnpike, Kearney, N. J.

NOVEMBER 28

Amendments

Hearst Radio Inc., Baltimore—CP new FM (Metropolitan) station on 43.7 mc and coverage of 8,857.6 sq. mi., amended to change frequency to Channel 45 (96.9 mc), make changes in type trans. and ant. system and change trans. site from Baltimore to Randallstown, Md.

WJHL Inc., Johnson City, Tenn.—CP new FM (Metropolitan) station on frequency to be set by FCC and with 8,000 sq. mi. coverage, amended to change ant. system.

Paul F. McRoy, John H. Searing, Ann E. Searing d/b Southern Illinois Broadcasting Partnership, Carbondale, Ill.—CP new FM station on frequency to be set by FCC and coverage of 6,506 sq. mi., amended to change name from Paul F. McRoy, John H. Searing, Ann E Searing d/b Southern Illinois Broadcasting Co. to Paul F. McRoy, John H. Searing, Ann E. Searing d/b Southern Illinois Broadcasting Partnership.

Arthur H. Croghan, Santa Monica, Cal.—CP new standard station 750 kc 1 kw limited hours, amended to specify trans. site as "To be determined, Los Angeles County, California".

NOVEMBER 29

1450 kc

WMAJ Centre Broadcasters Inc., State College, Pa.—License to cover CP as mod. for new station. Also authority to determine operating power by direct measurement of ant. power.

1490 kc

KVAL Radio Station KEEW Ltd., Brownsville, Tex.—CP for changes in trans. equip.

Amendments

United Broadcasting Co., Cleveland—CP new FM station on 48.5 mc, 8,420 sq. mi. coverage, amended to change trans. site from Cleveland to Seven Hills, O., change type trans. and make changes in ant. system.

Lloyd A. Pixley, Martha P. Pixley, Milton A. Pixley and Grace M. Pixley d/b The Pixleys, Columbus, O.—CP new FM (Metropolitan) station on 48.5 mc with 12,500 sq. mi. coverage, amended to change frequency to "To be selected by FCC", coverage to 11,690 sq. mi., change trans. and studio sites, population from 1,022,711 to 995,616, make changes in ant. system and change type trans.

TV SHOW ON WBKB FOR ACROBAT SHOES

FIRST of a contemplated series of television shows planned by Ruthrauff & Ryan, Chicago, for Acrobat Shoe Co., division of General Shoe Corp., Nashville, was presented Wednesday by Marshall field & Co. over WBKB Chicago. Titled *Amazing Adventure of Tumblin Tim*, the fantasy show revolved around Tumblin Tim, new animated trademark of Acrobat Shoes, and a tree ornamented with Acrobat shoes.

Hornet Appoints Mayers

HORNET MOTORS, Fresno, Cal. (manufacturers of midget motors for model airplanes), has appointed The Mayers Co., Los Angeles, to handle advertising.

George A. Carlin

GEORGE A. CARLIN, 54, editor and general manager of United Features Syndicate, New York, died at New York Hospital Nov. 28. In his association with United Features Syndicate, he provided newspaper features adaptable for broadcasting, and distributed the work of many famous columnists.

Col. Kirby to Speak

COL. ED KIRBY, public relations consultant to the NAB, will speak Dec. 5 at a luncheon meeting of the Overseas Press Club, New York.

Record Shop

COLUMBIA RECORDING Corp., Bridgeport (phonograph records), will start half-hour late-afternoon "Columbia Record Shop With Martin Block" on Jan. 12 on 55 scattered stations throughout the country. Program will feature latest popular releases on Columbia records with transcribed commentary by Martin Block. Program will be heard weekly, with more stations expected to be added. Agency is Benton & Bowles, New York.

Gillette Football Schedule

GILLETTE Safety Razor Co., Boston, on New Year's Day will sponsor broadcasts of four football games on three networks. On Mutual the Gillette schedule calls for broadcast of the Cotton Bowl game at Dallas on 255 stations, starting at 2 p.m. (EST) to be immediately followed by the all-star East-West game at San Francisco on 279 Mutual stations, starting at approximately 4:45 p.m. (EST). CBS will broadcast the Orange Bowl game and American the Sugar Bowl game. Arrangements are being made to broadcast games to American troops abroad through facilities of Armed Forces Radio Service. Broadcasts were arranged by Maxon Inc., New York, Gillette agency.

"That's the silent partner of WGAC Augusta, Ga., they go all out for program promotion."

WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM
Biggest Show in Town!
7 to 9 a. m.
CBS
Write Wm. Malo, WDRC, for complete details

U.P. gives you
"THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS"

The Latest
AIRLINE SCHEDULES
AMERICAN AVIATION TRAFFIC GUIDE
In use constantly by airlines and frequent air shippers and travellers. Published and revised monthly.
The Standard Guide to Air Transportation
Timetables—Fares—Routings—Maps
SUBSCRIPTIONS $5.00 A YEAR
(12 monthly volumes and supplements)
AMERICAN AVIATION PUBLICATIONS
American Building Washington 4, D. C.

Rules Governing Television Broadcast Stations

SUBPART D—RULES GOVERNING TELEVISION BROADCAST STATIONS

CLASSIFICATION OF TELEVISION STATIONS AND ALLOCATION OF FREQUENCIES

§ 3.601 *Numerical designation of television channels*—The channels or frequency bands set forth below are available for television broadcast stations.

Channel No.	*Megacycles*	*Channel No.*	*Megacycles*
1	44-50	7	174-180
2	54-60	8	180-186
3	60-66	9	186-192
4	66-72	10	192-198
5	76-82	11	198-204
6	82-88	12	204-210
		13	210-216

§ 3.602 *Sharing of Television Channels.*—Channels 1 through 5 and 7 through 13 are available for assignment to radio services other than television upon a showing that no mutual interference will result.

§ 3.603. *Community stations.*—(a) A Community station is designed primarily for rendering service to the smaller metropolitan districts or principal cities. Television channel No. 1 is assigned exclusively for Community stations. Channels 2 to 13, inclusive, can also be used for Community stations provided such use complies with Section 3.606.

(b) The power of a Community station may not exceedd an effective radiated peak power of 1 kilowatt. The maximum antenna height for such stations shall be 500 feet above the average terrain as determined by methods prescribed in the Standards of Good Engineering Practice concerning Television Broadcast Stations.

(c) The main studio of a Community station shall be located in the city or town served and the transmitter shall be located as near the center of the city as practicable.

§ 3.604 *Metropolitan stations.*—Metropolitan stations may be assigned to television channels 2 through 13, both inclusive. They are designed primarily to render service to a single metropolitan district or a principal city and to the rural area surrounding such metropolitan district or principal city.

(b) Metropolitan stations are limited to a maximum of 50 kilowatts effective radiated peak power with antenna having a height of 500 feet above the average terrain, as determined by the methods prescribed in Standards of Good Engineering Practice concerning Television Broadcast Stations. Whether higher antenna heights are available, they should be used but in such cases the Commission may authorize less than 50 kilowatts effective radiated peak power so that the coverage (within 500 uv/m contour) shall be substantially similar to that which would be provided by 50 kilowatts effective radiated peak power and a 500 foot antenna. Where it is shown that an antenna height of 500 feet is not available, the Commission may authorize the use of a lower height antenna but will not permit an increase in radiated power in excess of 50 kilowatts. The service area of Metropolitan stations will not be protected beyond the 5000 uv/m contour and such stations will be located in such a manner as to insure, insofar as possible, a maximum of television service to all listeners, whether urban or rural.

(c) The main studio for Metropolitan stations shall be located in the city or metropolitan district with which the station is associated and the transmitter should be located so as to provide the maximum service to the city or metropolitan district served.

§ 3.605 *Rural stations.*—(a) Licensees of Metropolitan stations or applicants who desire to qualify as licensees of Rural stations must make a special showing to the Commission that they propose to serve an area more extensive than that served by a Metropolitan station and that the additional area proposed to be served is predominantly rural in character. In addition, a showing must be made that such use of the channel will not cause objectionable interference to other television stations or prevent the assignment of other television stations where there is reasonable evidence of the probability of such station being located in the future.

(b) Channels 2 through 13 are available for assignment to Rural stations. The service area of Rural stations will be determined by the Commission.

(c) The main studio of Rural stations shall be located within the 500 uv/m contour.

§ 3.606 *Table Showing Allocation of Television Channels to Metropolitan Districts in the United States.*—(a) The table below sets forth the channels which are available for the areas indicated. The table below will be revised from time to time depending upon the demand for television stations which may exist in the various cities. Where it is desired to use a different channel in any such area, or to use one of the channels in another area conflicting therewith, it must be shown that public interest, convenience, or necessity will be better served thereby than by the allocation set forth in the table.

(b) Only the first 140 metropolitan districts are listed in the table below. Stations in other metropolitan or city areas not listed in the table will not be assigned closer than 150 miles on the same channel or 75 miles on adjacent channels, except upon an adequate showing that public interest, convenience, or necessity would be better served thereby or that by using lower power or by other means equivalent protection is provided.

(c) Persons desiring to enter into a voluntary sharing arrangement of a television channel may file application therefor with the Commission pursuant to the provisions of Section 3.661(c).

Metropolitan District (U. S. Census 1940)	Sales Rank	Population	Channel Numbers Metropolitan	Channel Numbers Community	Total Stations Metropolitan	Total Stations Community
Akron	35	349,705	11	..	1	..
Albany, Schenectady, Troy	23	431,575	2, 4, 7, 9, 11	..	5	..
Allentown, Bethlehem, Easton	43	325,142	....	8	..	1
Altoona	111	114,094	9	..	1	..
Amarillo	136	53,463	2, 4, 5, 7	..	4	..
Asheville	132	76,324	5, 7, 12	..	3	..
Atlanta	25	442,294	2, 5, 8, 11	..	4	..
Atlantic City	83	100,096	....	8	..	1
Augusta, Ga.	135	87,809	6, 12	..	2	..
Austin	106	106,193	8, 10, 12	..	3	..
Baltimore	13	1,046,692	2, 11, 13	..	3	..
Beaumont, Port Arthur	90	138,608	3, 6, 8, 10	..	4	..
Binghamton	75	145,156	12	..	1	..
Birmingham	42	407,851	4, 9, 13	..	3	..
Boston	5	2,350,514	2, 4, 7, 9, 13	..	5	..
Bridgeport, Conn.	53	216,621	....	1	..	1
Buffalo, Niagara	14	857,719	4, 7, 9, 13	..	4	..
Canton, Ohio	63	200,352	....	1	..	1
Cedar Rapids	115	73,219	7, 11	..	2	..
Charleston, S. C.	127	98,711	7, 10, 13	..	3	..
Charleston, W. Va.	88	136,332	7, 11, 13	..	3	..
Charlotte	99	112,986	3, 9, 11	..	3	..
Chattanooga	76	193,215	3, 6, 10, 12	..	4	..
Chicago	2	4,499,126	2, 4, 5, 7, 9, 11, 13	..	7	..
Cincinnati	16	789,309	2, 4, 7, 11	..	4	..
Cleveland	9	1,214,943	2, 4, 5, 7, 9	..	5	..
Columbia	117	89,555	2, 4, 8	..	3	..
Columbus, Ga.	133	92,478	3, 12	..	2	..
Columbus, Ohio	29	365,796	3, 6, 8, 10	..	4	..
Corpus Christi	121	70,677	3, 6, 8, 10	..	4	..
Dallas	27	376,548	4, 8, 12	..	3	..
Davenport, Rock Island, Moline	67	174,995	2, 4, 5, 9	..	4	..
Dayton	44	271,513	5, 13	..	2	..
Decatur	122	65,764	2	..	1	..
Denver	26	384,372	2, 4, 5, 7, 9	..	5	..
Des Moines	59	183,973	2, 4, 5, 9	..	4	..
Detroit	6	2,295,867	2, 4, 5, 7, 9	..	5	..
Duluth, Superior	72	157,098	3, 6, 8, 10	..	4	..
Durham	139	69,683	4, 7	..	2	..
El Paso	105	115,801	2, 4, 5, 7	..	4	..
Erie	95	134,039	12	..	1	..
Evansville, Ind.	93	141,614	2, 11	..	2	..
Fall River, New Bedford	55	272,648	....	1	..	1
Flint	64	188,554	11	..	1	..
Fort Wayne	81	134,385	2, 4, 7, 9	..	4	..
Fort Worth	51	207,677	2, 5, 10	..	3	..
Fresno	79	97,504	2, 4, 5, 7	..	4	..
Galveston	131	71,677	9, 11, 13	..	3	..
Grand Rapids	57	209,873	7, 9	..	2	..
Greensboro	130	73,055	2, 10	..	2	..
Hamilton, Middletown	110	112,686	9	..	1	..
Harrisburg	70	173,367	8	..	1	..
Hartford, New Britain	20	502,193	8, 10	..	2	..
Houston	21	510,397	2, 4, 5, 7	..	4	..
Huntington, W. Va.; Ashland, Ky	92	170,979	5	..	1	..
Indianapolis	24	455,357	3, 6, 8, 10, 12	..	5	..
Jackson	128	88,003	2, 4, 5, 7	..	4	..
Jacksonville	66	195,619	2, 4, 6, 8	..	4	..
Johnstown, Pa.	100	151,781	13	..	1	..
Kalamazoo	112	77,213	3	..	1	..
Kansas City, Mo.; Kansas City, Kans.	17	634,093	2, 4, 5, 9	..	4	..
Knoxville	87	151,829	2, 4, 8, 11	..	4	..
Lancaster	91	132,027	....	4	..	1
Lansing	94	110,356	6	..	1	..
Lincoln	109	88,191	10, 12	..	2	..
Little Rock	98	126,724	3, 6, 8, 10	..	4	..
Los Angeles	3	2,904,596	2, 4, 5, 7, 9, 11, 13	..	7	..
Louisville	33	434,408	5, 9	..	2	..
Lowell, Lawrence, Haverhill	45	334,969	6	..	1	..
Macon	137	74,830	4, 7, 10	..	3	..
Madison	101	78,349	9	..	1	..
Manchester	118	81,932	....	..	..	1
Memphis	37	332,477	2, 4, 5, 7, 9	..	5	..
Miami	38	250,537	2, 4, 5, 7	..	4	..
Milwaukee	15	790,336	3, 6, 8, 10	..	4	..
Minneapolis, St. Paul	11	911,077	2, 4, 5, 7, 9	..	5	..
Mobile	119	144,906	3, 5, 9, 11	..	4	..
Montgomery	126	93,697	6, 10	..	2	..
Nashville	56	241,769	4, 5, 7, 9	..	4	..
New Haven	39	308,228	....	6	..	1
New Orleans	31	540,030	2, 4, 6, 7, 10	..	5	..
New York, Northeastern New Jersey	1	11,690,520	2, 4, 5, 7, 9, 11, 13	..	7	..
Norfolk, Portsmouth, Newport News	47	330,396	4, 7, 11, 13	..	4	..
Oklahoma City	52	221,229	2, 4, 5, 9	..	4	..
Omaha, Council Bluffs	40	287,269	3, 6, 7	..	3	..
Peoria	69	162,566	3, 6, 12	..	3	..
Philadelphia	4	2,898,644	3, 6, 10, 12	..	4	..
Phoenix	84	121,828	2, 4, 5, 7	..	4	..
Pittsburgh	8	1,994,060	3, 6, 8, 10	..	4	..
Portland, Maine	89	106,566	3, 8	..	2	..
Portland, Oreg.	22	406,406	3, 6, 8, 10, 12	..	5	..
Providence, R. I.	18	711,500	11	..	1	..
Pueblo	140	62,039	3, 6, 8, 10	..	4	..
Racine, Kenosha	97	135,075	....	11	..	1
Reading	73	175,355	....	13	..	1
Richmond	48	245,674	3, 6, 8, 10	..	4	..
Roanoke	104	110,593	5, 9, 12	..	3	..
Rochester	28	411,970	2, 6, 11	..	3	..
Rockford	102	105,259	12	..	1	..
Sacramento	54	158,999	3, 6, 10	..	3	..
Saginaw, Bay City	77	153,388	3, 8, 13	..	3	..
St. Joseph	129	86,991	13	..	1	..
St. Louis	10	1,367,977	4, 5, 7, 9, 13	..	5	..
Salt Lake City	58	204,488	2, 4, 5, 7, 9	..	5	..
San Antonio	50	319,010	2, 4, 5, 7, 9	..	5	..
San Diego	49	256,268	3, 6, 8, 10	..	4	..
San Francisco, Oakland	7	1,428,525	2, 4, 5, 7, 9, 11	..	6	..
San Jose	78	129,367	13	..	1	..
Savannah	114	117,970	3, 5, 9, 11	..	4	..
Scranton, Wilkes-Barre	30	629,581	11	1	1	1
Seattle	19	452,639	2, 5, 7, 11	..	4	..
Shreveport	96	112,225	2, 4, 6, 8	..	4	..
Sioux City	107	87,791	4, 9, 11, 13	..	4	..
South Bend	80	147,022	....	1	..	1
Spokane	71	141,370	2, 4, 5, 7, 9	..	5	..
Springfield, Ill.	103	89,484	8, 10	..	2	..
Springfield, Mass.; Holyoke	32	394,623	3	1	1	1
Springfield, Mo.	134	70,514	2, 4, 5, 9	..	4	..

Metropolitan District (U. S. Census 1940)	Sales Rank	Population	Channel Numbers Metropolitan	Channel Numbers Community	Total Stations Metropolitan	Total Stations Community
Springfield, Ohio	125	77,406	....	1	..	1
Stockton	108	79,337	8	..	1	..
Syracuse	46	258,352	5, 8, 10	..	3	..
Tacoma	74	156,018	4, 9, 13	..	3	..
Tampa, St. Petersburg	61	209,693	2, 4, 5, 7	..	4	..
Terre Haute	116	83,370	4	..	1	..
Toledo	34	341,663	13	..	1	..
Topeka	123	77,749	7, 11	..	2	..
Trenton	60	200,128	..	1	..	1
Tulsa	65	188,562	3, 6, 8, 10	..	4	..
Utica, Rome	68	197,128	3, 13	..	2	..
Waco	138	71,114	3, 6, 9, 11	..	4	..
Washington	12	907,816	4, 5, 7, 9	..	4	..
Waterbury	85	144,822	12	..	1	..
Waterloo	120	67,050	3, 6, 13	..	3	..
Wheeling	82	196,340	12	..	1	..
Wichita	86	127,308	2, 4, 5, 9	..	4	..
Wilmington	62	188,974	....	7	..	1
Winston-Salem	124	109,833	6, 8	..	2	..
Worcester	41	306,194	5	..	1	..
York	113	92,627	....	1	..	1
Youngstown	36	372,428	13	..	1	..

RULES GOVERNING ADMINISTRATIVE PROCEDURE

§ 3.611 *Application for television stations.*—Each applicant for a construction permit for a new television broadcast station, change in facilities of any existing television broadcast station, or television station license or modification of license shall file with the Commission in Washington, D. C., three copies of applications on the appropriate form designated by the Commission and a like number of exhibits and other papers incorporated therein and made a part thereof. Only the original copy need be sworn to. If the application is for a construction permit for a new television station, Form FCC No. 330 should be filed; for a television station license, Form FCC No. 331 should be filed; and for modification of a television station license or for change in facilities of an existing television station, Form FCC No. 333 should be filed.

§ 3.612 *Full disclosures.*—Each application shall contain full and complete disclosures with regard to the real party or parties in interest, and their legal, technical, financial, and other qualifications, and as to all matters and things required to be disclosed by the application forms.

§ 3.613 *Installation or removal of apparatus.*—Applications for construction permit or modification thereof, involving removal of existing transmitting apparatus and or installation of new transmitting apparatus, shall be filed at least 60 days prior to the contemplated removal and or installation.

§ 3.614 *Period of construction.*—Each construction permit will specify a maximum of 60 days from the date of granting thereof as the time within which construction of the station shall begin, and a maximum of six months thereafter as the time within which construction shall be completed and the station ready for operation, unless otherwise determined by the Commission upon proper showing in any particular case.

§ 3.615 *Forfeiture of construction permits; extension of time.*—(a) A construction permit shall be automatically forfeited if the station is not ready for operation within the time specified therein or within such further time as the Commission may have allowed for completion, and a notation of the forfeiture of any construction permit under this provision will be placed in the records of the Commission as of the expiration date.

(b) An application (Form FCC No. 701) for extension of time within which to construct a station shall be filed at least thirty days prior to the expiration date of such permit if the facts supporting such application for extension are known to the applicant in time to permit such filing. In other cases such applications will be accepted upon a showing satisfactory to the Commission of sufficient reasons for filing within less than thirty days prior to the expiration date. Such applications will be granted upon a specific and detailed showing that the failure to complete was due to causes not under the control of the grantee, or upon a specific and detailed showing of other matters sufficient to justify the extension.

§ 3.616 *Equipment tests and proof of performance.*—(a) Upon completion of construction of a television station in exact accordance with the terms of the construction permit, the technical provisions of the application therefor and the rules and regulations and standards of good engineering practice governing television stations and prior to filing of application for license, the permittee is authorized to test the equipment for a period not to exceed 90 days: *Provided*, that the inspector in charge of the district in which the station is located and the Commission are notified 2 days in advance of the beginning of tests.

(b) The Commission may notify the permittee to conduct no tests or may cancel, suspend, or change the date of beginning for the period of such tests as and when such action may appear to be in the public interest, convenience, and necessity.

(c) Within the 90-day period prescribed by this section for equipment tests, field intensity measurements in accordance with the methods prescribed in the Standards of Good Engineering Practice Concerning Television Broadcast Stations shall be submitted to the Commission. The Commission may grant extensions of time upon showing of reasonable need therefor.

§ 3.617 *Program tests.*—(a) When construction and equipment tests are completed in exact accordance with the terms of the construction permit, the technical provisions of the application therefor, and the rules and regulations and standards of good engineering practice governing television stations, and after an application for station license has been filed with the Commission showing the equipment to be in satisfactory operating condition, the permittee is authorized to conduct program tests in exact accordance with the terms of the construction permit for a period not to exceed 30 days: *Provided*, That the inspector in charge of the district in which the station is located and the Commission are notified 2 days in advance of the beginning of such tests.

(b) The Commission reserves the right to cancel such tests or suspend, or change the date of beginning for the period of such tests as and when such action may appear to be in the public interest, convenience, and necessity by notifying the permittee.

(c) The authorization for tests embodied in this section or Section 3.616 shall not be construed as constituting a license to operate but as a necessary part of the construction.

§ 3.618 *Normal license period.*—All television broadcast station licenses will be issued so as to expire at the hour of 3 a.m. E.S.T. and will be issued for a normal license period of 1 year.

§ 3.619 *License, simultaneous modification and renewal.*—When an application is granted by the Commission necessitating the issuance of a modified license less than 60 days prior to the expiration date of the license sought to be modified, and an application for renewal of said license is granted subsequent or prior thereto (but within 30 days of expiration of the present license) the modified license as well as the renewal license shall be issued to conform to the combined action of the Commission.

§ 3.620 *Renewal of license.*—(a) Unless otherwise directed by the Commission, each application for renewal of a television station license shall be filed at least 60 days prior to the expiration date of the license sought to be renewed (Form FCC No. 311). No application for renewal of license of a television broadcast station will be considered unless there is on file with the Commission, the information currently required by Sections 1.301-1.304, reference to which by date and file number shall be included in the application.

(b) Whenever the Commission regards an application for a renewal of a television station license as essential to the proper conduct of a hearing or investigation, and specifically directs that it be filed by a date certain, such application shall be filed within the time thus specified. If the licensee fails to file such application within the prescribed time, the hearing or investigation shall proceed as if such renewal application had been received.

§ 3.621 *Temporary extension of station licenses.*—Where there is pending before the Commission any application, investigation, or proceeding which, after hearing, might lead to or make necessary the modification of, revocation of, or the refusal to renew an existing television license, the Commission may, in its discretion, grant a temporary extension of such license: *Provided, however*, That no such temporary extension shall be construed as a finding by the Commission that the operation of any radio station thereunder will serve public interest, convenience, and necessity beyond the express terms of such temporary extension of license: *And provided further*, That such temporary extension of license will in no wise affect or limit the action of the Commission with respect to any pending application or proceeding.

§ 3.622 *Repetitious applications.*—(a) Where an applicant has been afforded an opportunity to be heard with respect to a particular application for a new television broadcast station, or for change of existing service or facilities, and the Commission has, after hearing or default, denied the application or dismissed it with prejudice, the Commission will not consider another application for a station of the same class to serve in whole or in part the same area, by the same applicant or by his successor or assignee, or on behalf of or for the benefit of the original parties in interest, until after the lapse of 12 months from the effective date of the Commission's order.

(b) Where an appeal has been taken from the action of the Commission in denying a particular application, another application for the same class of broadcast station and for the same area, in whole or in part, filed by the same applicant or by his successor or assignee, or on behalf or for the benefit of the original parties in interest, will not be considered until the final disposition of such appeal.

§ 3.623 *Assignment or transfer of control.*—(a) *Voluntary:* Application for consent to voluntary assignment of a television station construction permit or license or for consent to voluntary transfer of control of a corporation holding a television station construction permit or license shall be filed with the Commission on Form FCC No. 314 (assignment of license) or Form FCC No. 315 (transfer of control) at least 60 days prior to the contemplated effective date of assignment or transfer of control.

(b) Involuntary: In the event of the death or legal disability of a permittee or licensee, or a member of a partnership, or a person directly or indirectly in control of a corporation, which is a permittee or licensee:

(1) the Commission shall be notified in writing promptly of the occurrence of such death or legal disability, and

(2) within thirty days after the occurrence of such death or legal disability, application on Form FCC No. 314 or 315 shall be filed for consent to involuntary assignment of such television station permit or license or for involuntary transfer of control of such corporation to a person or entity legally qualified to succeed to the foregoing interests under the laws of the place having jurisdiction over the estate involved.

RULES RELATING TO LICENSING POLICIES

§ 3.631 *Exclusive affiliation of station.*—No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied with a network organization[1] under which the station is prevented or hindered from, or penalized for, broadcasting the programs of any other network organization.

§ 3.632 *Territorial exclusivity.*—No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another broadcast station serving substantially the same area from broadcasting the network's programs not taken by the former station, or which prevents or hinders another broadcast station serving a substantially different area from broadcasting any program of the network organization. This regulation shall not be construed to prohibit any contract, arrangement, or understanding between a station and a network organization pursuant to which the station is granted the first call in its primary service area upon the programs of the network organization.

§ 3.633 *Term of affiliation.*—No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which provides, by original terms, provisions for renewal, or otherwise for the affiliation of the station with the network organization for a period longer than two years: *Provided*, that a contract, arrangement, or understanding for a period up to two years, may be entered into within six months prior to the commencement of such period.

§ 3.634 *Option time.*—No license shall be granted to a television broadcast station which options[2] for network programs any time subject to call on less than 56 days' notice, or more time than a total of three hours[3] within each of four segments of the broadcast day, as herein described. The broadcast day is divided into 4 segments, as follows: 8:00 a.m. to 1:00 p.m.; 1:00 p.m. to 6:00 p.m.; 6:00 p.m. to 11:00 p.m.; 11:00 p.m. to 8:00 a.m.[4] Such options

[1] The term "network organization" as used herein includes national and regional network organizations. See Chapter VII, J, of Report on Chain Broadcasting.

[2] As used in this section, an option is any contract, arrangement, or understanding, expressed or implied, between a station and a network organization which prevents or hinders the station from scheduling programs before the network agrees to utilize the time during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time.

[3] All time options permitted under this section must be specified clock hours, expressed in terms of any time system set forth in the contract agreed upon by the station and network organization. Shifts from daylight saving to standard time or vice versa may or may not shift the specified hours correspondingly as agreed by the station and network organization.

[4] These segments are to be determined for each station in terms of local time at the location of the station but may remain constant throughout the year regardless of shifts from standard to daylight saving time or vice versa.

(Continued on page 78)

TV Rules

(*Continued from page 77*)

may not be exclusive as against other network organizations and may not prevent or hinder the station from optioning or selling any or all of the time covered by the option, or other time, to other network organizations.

§ 3.635 *Right to reject programs.*—No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which (a), with respect to programs offered pursuant to an affiliation contract, prevents or hinders the station from rejecting or refusing network programs which the station reasonably believes to be unsatisfactory or unsuitable; or which (b), with respect to network programs so offered or already contracted for, prevents the station from rejecting or refusing any program which, in its opinion, is contrary to the public interest, or from substituting a program of outstanding local or national importance.

§ 3.636. *Network ownership of stations.*—No license shall be granted to a network organization, or to any person directly or indirectly controlled by or under common control[5] of a network organization, for a television broadcast station in any locality where the existing television broadcast stations are so few or of such unequal desirability (in terms of coverage, power, frequency, or other related matters) that competition would be substantially restrained by such licensing.

§ 3.637 *Dual network operation.*—No license shall be issued to a television broadcast station affiliated with a network organization which maintains more than one network of television broadcast stations: *Provided*, that this regulation shall not be applicable if such networks are not operated simultaneously, or if there is no substantial overlap in the territory served by the group of stations comprising each such network.

§ 3.638 *Control by networks of station rates.*—No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied with a network organization under which the station is prevented or hindered from, or penalized for, fixing or altering its rates for the sale of broadcast time for other than the network's programs.

§ 3.639 *Use of common antenna site.*—No television license or renewal of a television license will be granted to any person who owns, leases, or controls a particular site which is peculiarly suitable for television broadcasting in a particular area and (1) which is not available for use by other television licensees; and (2) no other comparable site is available in the area; and (3) where the exclusive use of such site by the applicant or licensee would unduly limit the number of television stations that can be authorized in a particular area or would unduly restrict competition among television stations.

§ 3.640 *Multiple ownership.*—(a) No person (including all persons under common control)[6] shall, directly or indirectly, own, operate, or control more than one television broadcast station that would serve substantially the same service area as another television broadcast station owned, operated, or controlled by such person.

(b) No person (including all persons under common control) shall, directly or indirectly, own, operate, or control more than one television broadcast station, except upon a showing (1) that such ownership, operation, or control would foster competition among television broadcast stations or provide a television broadcasting service distinct and separate from existing services, and (2) that such ownership, operation, or control would not result in the concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity; provided, however, that the Commission will consider the ownership, operation, or control of more than five television broadcast stations to constitute the concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity.

RULES RELATING TO EQUIPMENT

§ 3.651 *Transmitter power.*—The rated power and operating power range of transmitters shall be in accordance with the Standards of Good Engineering Practice concerning Television Broadcast Stations.

§ 3.652 *Frequency monitors.*—The licensee of each television broadcast station shall have in operation at the transmitters frequency monitors independent of the frequency control of the transmitters.

§ 3.653 *Modulation monitors.*—The licensee of each television broadcast station shall have in operation at the transmitter a modulation monitor for the aural transmitter. There shall also be sufficient monitoring equipment for the visual signal to determine that the signal complies with the Standards of Good Engineering Practice concerning Television Broadcast Stations.

§ 3.654 *Required transmitter performance.*—The construction, installation, operation, and performance of the television broadcast transmitter system shall be in accordance with the Standards of Good Engineering Practice concerning Television Broadcast Stations.

§ 3.655 *Auxiliary transmitter.*—Upon showing that a need exists for the use of auxiliary transmitters in addition to the regular transmitters of a television station, a license therefor may be issued provided that:

(a) Auxiliary transmitters may be installed either at the same location as the main transmitters or at another location.

(b) A licensed operator shall be in control whenever auxiliary transmitters are placed in operation.

(c) The auxiliary transmitters shall be maintained so that they may be put into immediate operation at any time for the following purposes:

(1) The transmission of the regular programs upon the failure of the main transmitters.

(2) The transmission of regular programs during maintenance or modification[7] work on the main transmitters, necessitating discontinuance of its operation for a period not to exceed five days.

(3) Upon request by a duly authorized representative of the Commission.

(d) The auxiliary transmitter shall be tested at least once each week to determine that it is in proper operating condition and that it is adjusted to the proper frequency, except that in case of operation in accordance with paragraph (c) of this section during any week, the test in that week may be omitted provided the operation under paragraph (c) is satisfactory. A record shall be kept of the time and result of each test operating under paragraph (c).

(e) The auxiliary transmitters shall be equipped with satisfactory control equipment which will enable the maintenance of the frequency emitted by the station within the limits prescribed by these regulations.

(f) The operating power of an auxiliary transmitter may be less than the authorized power of the main transmitters, but in no event shall it be greater than such power.

§ 3.656 *Alternate main transmitters.*—The licensee of a television broadcast station may be licensed for alternate main transmitters provided that a technical need for such alternate transmitters is shown and that the following conditions are met:

(a) Both transmitters are located at the same place.

(b) Both transmitters shall have the same power rating.

(c) Both transmitters shall meet the construction, installation, operation and performance requirements of the Standards of Good Engineering Practice concerning Television Broadcast Stations.

§ 3.657 *Changes in equipment and antenna system.*—Licensees of television broadcast stations shall observe the following provisions with regard to changes in equipment and antenna system:

(a) No changes in equipment shall be made:

(1) That would result in the emission of signals outside of the authorized channel.

(2) That would result in the external performance of the transmitter being in disagreement with that prescribed in the Standards of Good Engineering Practice concerning Television Broadcast Stations.

(b) Specific authority, upon filing formal application (Form FCC No. 333) therefor, is required for a change in service area or for any of the following changes:

(1) Changes involving an increase or decrease in the power rating of the transmitters.

(2) A replacement of the transmitters as a whole.

(3) Change in the location of the transmitting antenna.

(4) Change in antenna system, including transmission line.

(5) Change in location of main studio, if it is proposed to move the main studio to a different city from that specified in the license.

(6) Change in the power delivered to the antenna.

(7) Change in frequency control and/or modulation system.

(c) Specific authority, upon filing *informal* request therefor, is required for a change in the indicating instruments installed to measure transmitter power output, except by instruments of the same maximum scale reading and accuracy.

(d) Other changes, except as above provided for in this section or in Standards of Good Engineering Practice concerning Television Broadcast Stations prescribed by the Commission may be made at any time without the authority of the Commission, provided that the Commission shall be promptly notified thereof and such changes shall be shown in the next application for renewal of license.

RULES RELATING TO TECHNICAL OPERATION

§ 3.661 *Time of operation.*—(a) All television broadcast stations will be licensed for unlimited time operation. Each licensed television station shall maintain a regular program operating schedule of not less than 2 hours in any given broadcast day, and it shall render not less than 28 hours program service per week. In an emergency, however, when due to causes beyond the control of a licensee, it becomes impossible to continue operation, the station may cease operation for a period not to exceed 10 days, provided that the Commission and the Inspector in Charge of the radio district in which the station is located shall be notified in writing immediately after the emergency develops.

(b) The aural transmitter of a television broadcast station shall not be operated separately from the visual transmitter except for experimental or test purposes, and for purposes incidental to or connected with the operation of the visual transmitter.

(c) Persons desiring to enter into a voluntary sharing arrangement of a television channel may file application therefor with the Commission. Copies of the time-sharing agreement should be filed with the application.

§ 3.662 *Experimental operation.*—Television broadcast stations may conduct technical experimentation directed to the improvement of technical phases of operation and for such purposes may utilize a signal other than the standard television signal subject to the following conditions:

(a) That the licensee complies with the provisions of section 3.661 with regard to the minimum number of hours of transmission with a standard television signal.

(b) That no transmissions are radiated outside of the authorized channel and subject to the condition that no interference is caused to the transmissions of a standard television signal by other television broadcast stations.

(c) No charges either direct or indirect shall be made by the licensee of a television broadcast station for the production or transmission of programs when conducting technical experimentation.

§ 3.663 *Station inspection.*—The licensee of any television broadcast station shall make the station available for inspection by representatives of the Commission at any reasonable hour.

§ 3.664 *Station license, posting of.*—The original of each station license shall be posted in the transmitter room.

§ 3.665 *Operator requirements.*—One or more licensed radio-telephone first class operators shall be on duty at the place where the transmitting apparatus of each station is located and in actual charge thereof whenever it is being operated. The original license (Form FCC No. 759) of each station operator shall be posted at the place where he is on duty. The licensed operator on duty and in charge of a television broadcast transmitter may, at the discretion of the licensee, be employed for other duties or for the operation of another station or stations in accordance with the class of operator's license which he holds and by the rules and regulations governing such stations. However, such duties shall in no wise interfere with the operation of the broadcast transmitter.

§ 3.666. *Operating power: how determined.*—The operating power, and the requirements for maintenance thereof, of each television broadcast station shall be determined by the methods prescribed in the Standards of Good Engineering Practice concerning Television Broadcast Stations.

§ 3.667 *Modulation.*—The percentage of modulation of the aural transmissions shall be maintained as high as possible consistent with good quality of transmission and good broadcast practice and in no case less than 85 per cent nor more than 100 per cent on peaks of frequent recurrence during any selection which normally is transmitted at the highest level of the program under consideration.

§ 3.668 *Frequency toleration.*—The operating frequencies of the aural and visual transmitters of a television broadcast station shall be maintained within .002% of the assigned frequencies.

---

[5] The word "control" as used herein, is not limited to full control but includes such a measure of control as would substantially affect the availability of the station to other networks.

[6] The word "control" as used herein is not limited to majority stock ownership, but includes actual working control in whatever manner exercised.

[7] This includes the equipment changes which may be made without authority as set forth elsewhere in the Rules and Regulations and the Standards of Good Engineering Practice or as authorized by the Commission by letter or by construction permit. Where such operation is required for periods in excess of 5 days, request therefor shall be in accordance with section 1.365.

§ 3.689 *Inspection of tower lights and associated control equipment.*—The licensee of any television station which has an antenna or antenna supporting structure(s) required to be illuminated pursuant to the provisions of section 303(q) of the Communications Act of 1934, as amended:

(a) Shall make a visual observation of the tower lights at least once each 24 hours to insure that all such lights are functioning properly as required.

(b) Shall report immediately by telephone or telegraph to the nearest Airways Communication Station or office of the Civil Aeronautics Administration any observed failure of the tower lights, not corrected within 30 minutes, regardless of the cause of such failure. Further notification by telephone or telegraph shall be given immediately upon resumption of the required illumination.

(c) Shall inspect at intervals of at least one each 3 months all flashing or rotating beacons and automatic lighting control devices to insure that such apparatus is functioning properly as required.

OTHER RULES RELATING TO OPERATION

§ 3.681 *Logs.*—The licensee of each television station shall maintain program and operating logs and shall require entries to be made as follows:

(a) In the program log:

(1) An entry of the time each station identification announcement (call letters and location) is made.

(2) An entry briefly describing each program broadcast, such as "music," "drama," "speech," etc., together with the name or title thereof and the sponsor's name, with the time of the beginning and ending of the complete program. If a mechanical reproduction, either video or audio, is used, the entry shall show the exact nature thereof, and the time it is announced as a mechanical reproduction. If a speech is made by a political candidate, the name and political affiliations of such speaker shall be entered.

(3) An entry showing that each sponsored program broadcast has been announced as sponsored, paid for, or furnished by the sponsor.

(4) An entry showing, for each program of network origin, the name of the network originating the program.

(b) In the operating log:

(1) An entry of the time the station begins to supply power to the antenna, and the time it stops.

(2) An entry of the time the program begins and ends.

(3) An entry of each interruption to the carrier wave, its cause, and duration.

(4) An entry of the following each 30 minutes:

(i) Operating constants of last radio stage of the aural transmitter (total plate current and plate voltage).

(ii) Transmission line current or voltage of both transmitters.

(iii) Frequency monitor reading.

(5) Log of experimental operation during experimental period (if regular operation is maintained during this period, the above logs shall be kept).

(i) A log must be kept of all operation during the experimental period. If the entries required above are not applicable thereto, then the entries shall be made so as to fully describe the operation.

(c) Where an antenna or antenna supporting structure(s) is required to be illuminated, the licensee shall make entries in the radio station log appropriate to the requirements of section 3.669 as follows:

(1) The time the tower lights are turned on and off if manually controlled.

(2) The time the daily visual observation of the tower lights was made.

(3) In the event of any observed failure of a tower light.

(i) Nature of such failure.

(ii) Time the failure was observed.

(iii) Time and nature of the adjustments, repairs or replacements made.

(iv) Airways Communication Station (C.A.A.) notified of the failure of any tower light not corrected within thirty minutes and the time such notice was given.

(v) Time notice was given to the Airways Communication Station (C.A.A.) that the required illumination was resumed.

(4) Upon completion of the periodic inspection required at least once each three months.

(i) The date of the inspection and the condition of all tower lights and associated tower lighting control devices.

(ii) Any adjustments, replacements or repairs made to insure compliance with the lighting requirements.

§ 3.682 *Logs, retention of.*—Logs of television broadcast stations shall be retained by the licensee for a period of 2 years. However, logs incident to or involved in any claim or complaint of which the licensee has notice shall be retained by the licensee until such claim or complaint has been fully satisfied or until the same has been barred by statute limiting the time for the filing of suits upon such claims.

§ 3.683 *Logs, by whom kept.*—Each log shall be kept by the person or persons competent to do so, having actual knowledge of the facts required, who shall sign the log when starting duty and again when going off duty. The logs shall be made available upon request by an authorized representative of the Commission.

§ 3.684 *Log form.*—The log shall be kept in an orderly manner, in suitable form, and in such detail that the data required for the particular class of station concerned are readily available. Key letters or abbreviations may be used if proper meaning or explanation is contained elsewhere in the log.

§ 3.685 *Correction of logs.*—No log or portion thereof shall be erased, obliterated, or willfully destroyed within the period of retention provided by the rules. Any necessary correction may be made only by the person originating the entry who shall strike out the erroneous portion, initial the correction made, and indicate the date of correction.

§ 3.686 *Rough logs.*—Rough logs may be transcribed into condensed form, but in such case the original log or memoranda and all portions thereof shall be preserved and made a part of the complete log.

§ 3.687 *Station identification.*—(a) A licensee of a television broadcast station shall make station identification announcement (call letters and location), at the beginning and ending of each time of operation and during operation on the hour. The announcement at the beginning and ending of each time of operation shall be by both aural and video means. Other announcements may be by either aural or video means.

(b) Identification announcements during operation need not be made when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert, or any type of production. In such cases the identification announcement shall be made at the first interruption of the entertainment continuity and at the conclusion thereof.

§ 3.688 *Mechanical reproductions.*—(a) Each program which consists in whole or in part of one or more mechanical reproductions, either video or audio, shall be accompanied by an appropriate announcement to that effect either at the beginning or end of such reproduction or at the beginning or end of the program in which such reproduction is used. No such announcement shall be required where a mechanical reproduction is used for background music, sound effects, station identification, program identification (theme music of short duration) or identification of sponsorship of the program proper.

(b) The exact form of identifying announcement is not prescribed, but the language shall be clear and in terms commonly used and understood. The licensee shall not attempt affirmatively to create the impression that any program being broadcast by mechanical reproduction consists of live talent.

§ 3.689 *Sponsored programs, announcement of.*—(a) In the case of each program for the broadcasting of which money, services, or other valuable consideration is either directly or indirectly paid or promised to, or charged or received by, any radio broadcast station, the station broadcasting such program shall make, or cause to be made, an appropriate announcement that the program is sponsored, paid for, or furnished either in whole or in part.

(b) In the case of any political program or any program involving the discussion of public controversial issues for which any films, records, transcriptions, talent, scripts, or other material or services of any kind are furnished either directly or indirectly, to a station as an inducement to the broadcasting of such program, an announcement shall be made both at the beginning and conclusion of such program on which such material or services are used that such films, records, transcriptions, talent, scripts, or other material or services have been furnished to such station in connection with the broadcasting of such program: *provided, however,* that only one such announcement need be made in the case of any such program of five minutes' duration or less, which announcement may be made either at the beginning or conclusion of the program.

(c) The announcement required by this section shall fully and fairly disclose the true identity of the person or persons by whom or in whose behalf such payment is made or promised, or from whom or in whose behalf such services or other valuable consideration is received, or by whom the material or services referred to in subsection (b) hereof are furnished. Where an agent or other person contracts or otherwise makes arrangements with a station on behalf of another, and such fact is known to the station, the announcement shall disclose the identity of the person or persons in whose behalf such agent is acting instead of the name of such agent.

(d) In the case of any program, other than a program advertising commercial products or services, which is sponsored, paid for or furnished, either in whole or in part, or for which material or services referred to in subsection (b) hereof are furnished, by a corporation, committee, association or other unincorporated group, the announcement required by this section shall disclose the name of such corporation, committee, association or other unincorporated group. In such case the station shall require that a list of the chief executive officers or members of the executive committee or of the board of directors of the corporation, committee, association or other unincorporated group shall be made available for public inspection at one of the television broadcast stations carrying the program.

(e) In the case of programs advertising commercial products or services, an announcement stating the sponsor's corporate or trade name or the name of the sponsor's product, shall be deemed sufficient for the purposes of this section and only one such announcement need be made at any time during the course of the program.

§ 3.690 *Broadcasts by candidates for public office.*—(a) *Legally qualified candidate.*—A "legally qualified candidate" means any person who has publicly announced that he is a candidate for nomination by a convention of a political party or for nomination or election in a primary, special, or general election, municipal, county, state or national, and who meets the qualifications prescribed by the applicable laws to hold the office for which he is a candidate, so that he may be voted for by the electorate directly or by means of delegates or electors, and who

(1) has qualified for a place on the ballot or

(2) is eligible under the applicable law to be voted for by sticker, by writing in his name on the ballot, or other method, and (i) has been duly nominated by a political party which is commonly known and regarded as such, or (ii) makes a substantial showing that he is a *bona fide* candidate for nomination or office, as the case may be.

(b) *General requirements.*—No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office, but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunities to all other such candidates for that office to use such facilities, *Provided,* That such licensee shall have no power of censorship over the material broadcast by any such candidate.

(c) *Rates and practices.*—The rates, if any, charged all such candidates for the same office shall be uniform and shall not be rebated by any means, directly or indirectly; no licensee shall make any discrimination in charges, practices, regulations, facilities, or services for or in connection with the service rendered pursuant to these rules, or make or give any preference to any candidate for public office or subject any such candidate to any prejudice or disadvantage; nor shall any licensee make any contract or other agreement which shall have the effect of permitting any legally qualified candidate for any public office to broadcast to the exclusion of other legally qualified candidates for the same public office.

(d) *Inspection of records.*—Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such requests, and the charges made, if any, if request is granted.

§ 3.691 *Rebroadcast.*—(a) The term "rebroadcast" means reception by radio of the program[8] of a radio station, and the simultaneous or subsequent retransmission of such program by a broadcast station. The broadcasting of a program relayed by a relay broadcast station or studio transmitter link is not considered a rebroadcast.

(b) The licensee of a television broadcast station may, without further authority of the Commission, rebroadcast the program of a United States television broadcast station, provided the Commission is notified of the call letters of each station rebroadcast and the licensee certifies that express authority has been received from the licensee of the station originating the program.[9]

(c) No licensee of a television broadcast station shall rebroadcast the program of any United States radio station not designated in (b) above without written authority having first been obtained from the Commission upon application (informal) accompanied by written consent or certification of consent of the licensee of the station originating the program.[10]

[8] As used in this section, program includes any complete program or part thereof.

[9] The notice and certification of consent shall be given within three (3) days of any single rebroadcast, but in case of the regular practise of rebroadcasting certain programs of a television broadcast station several times during a license period, notice and certification of consent shall be given for the ensuing license period with the application for renewal of license, or at the beginning of such rebroadcast practice if begun during a license period.

[10] By Order No. 82, dated and effective June 24, 1941, until further order of the Commission, section 3.691(d) is suspended only insofar as it requires prior written authority of the Commission for the rebroadcasting of programs originated for that express purpose by United States Government radio stations.

GATEWAY TO THE RICH TENNESSEE VALLEY

CBS AFFILIATE

PAUL H. RAYMER CO.
National Representative

WLAC
50,000 WATTS
NASHVILLE

TO MAKE SURE of geting the audience of Nova Scotia's most thickly populated area it is hardly necessary to stress the fact that the station is . . . . .

CHNS
Halifax, Nova Scotia
JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

The Largest
TRANSCRIPTION LIBRARY
TO FILL ALL REQUIREMENTS
•
AMERICAN FOLK MUSIC

M. M. COLE CO.
823 S. WABASH AVE.
CHICAGO 5, ILL.

SEE PAGE 57

Sale of KHQ Violates Duopoly Principle, Local Groups Say

PROTESTS that approval of the proposed sale of KHQ Spokane to Spokane Chronicle Co. would violate the principle of the FCC's multiple-ownership rule and threaten freedom of expression have been filed with the FCC by three Spokane organizations.

The Democratic Central Committee of Spokane County declared in a resolution that W. H. Cowles owns both the *Chronicle* and the *Spokesman-Review*, "the only two daily newspapers serving Spokane and the surrounding area", and that consummation of the proposed sale "would deprive the public further of that freedom of expression and unbiased news service to which the people are entitled . . . and would render nugatory the action of the Commission in adopting the multiple ownership rule . . ."

Praises Stations

"The radio stations have been the one source of free, untrammeled information for the public," declared Edward Chambers, chairman of the Democratic Central Committee, in a letter accompanying the committee's protest of the contemplated sale. The resolution said ownership of both Spokane papers "constitutes the same centralization of ownership and control in the newspaper field which the Federal Communications Commission has sought to prevent" in radio.

A resolution by the North Side Grange said "if the means of communication become monopolized by a few owners, the cause of freedom of speech will be nullified to the extent of that ownership" and asserted that the Grange group considered the proposed purchase "inimical to freedom of speech".

William Harray, writing as business manager of Plumbers and Steam Fitters Local Union No. 44, Spokane, said sale of the station to Spokane Chronicle Co. "would constitute the same centralization of ownership which the Federal Communications Commission has endeavored to prevent."

The proposed sale has been advertised by both Louis Wasmer, station owner, and the FCC [BROADCASTING, Nov. 5, 25] under the procedure suggested in the FCC's Crosley-Avco decision. Bids for the facilities on the same terms will be accepted by the Commission until Dec. 30. Thus far, no competitive bids have been submitted.

In his letter accompanying the Democratic Central Committee's resolution, Mr. Chambers said "we are in deadly earnest about this and we hope you will not vote to approve a change of ownership that will be more monopolistic than a continuation of the ownership of both KHQ and KGA (other Spokane station owned by Mr. Wasmer) in one owner could possibly be."

"This is clearly a case where to approve the transfer will be highly objectionable to serving the public interest," he continued in his letter, which was addressed to Commissioner W. H. Wills.

"The ownership of the *Spokane Review* and the *Spokane Chronicle*," Mr. Chambers claimed, "has a complete monopoly on the daily newspaper service of this entire Inland Empire. He uses that power to suppress many news dispatches that are of great interest to the general public and to emphasize and exaggerate reports which he thinks will be helpful to the policies he advocates and hurtful to those opposing him."

Mr. Chambers asserted that "KHQ has such a fine wave length and the transmitter is so advantageously located that it affords excellent radio service to the largest area of any station here in the Northwest . . . A large majority of the people of this area do not want it controlled by the newspaper monopolist that now owns the daily newspapers."

Burdett to Palestine

WINSTON BURDETT, CBS correspondent, has moved from his regular overseas post in Rome to Palestine, to cover current disorders there. He reported from Jerusalem for first time on Nov. 28, and will remain in Palestine as long as news warrants.

Price Recommends Changes In German Radio Supervision

THOUGH supervision of radio, press and other media of public information and entertainment in Germany has been generally well handled, Byron Price, former Director of Censorship, reported to President Truman last Wednesday, need for change exists and he offered such recommendations.

Mr. Price recently returned from a six-week study of conditions in Germany. His report was generally pessimistic on American efforts to reform the German people. He stated that intelligence reports "indicate clearly that all of our propaganda effort to instill a sense of collective German guilt has fallen flat." Indifferent results have been produced by efforts to kindle democratic aspirations, he added.

Major recommendation affecting broadcasting involved the administrative setup. "I am convinced that better results would be obtained in all of these matters (information and entertainment media)," he said, "if the Information Control branch, which supervises publications, broadcasting and theaters, and which certainly is a highly important arm of military government, were made an integral part of the Military Government establishment, instead of operating independently."

Move Toward Change

He added that he had been informed steps are now in process to effect such a change.

Discussing public-influence activities as he observed them, Mr. Price said: "The supervision of the German press, radio, motion pictures and other media of public information and entertainment has been generally well handled, but some changes seem desirable in view of changing conditions.

"Our own propaganda needs to be given an increasingly positive character, in contrast to the long-continued attempt to impress the Germans of their collective guilt, which from now on will do more harm than good. A story circulates among the Germans to the effect that one radio listener who followed the Allied broadcasts throughout the war because they gave him hope, has now put away his receiver because he hears only condemnation and abuse.

"We can win converts to democracy only if we again find a way of instilling hope—hope that Germany again can rise from the dust and become a respected nation if she will devote herself to peace and tolerance, and decent ways of life."

Mr. Price harshly criticized the system by which one of four powers on the Control Commission can veto operations, and blamed France for obstruction of the operation of Germany as an economic unit.

CHANGES IN NAB STANDARDS COME UP

CHANGES in the NAB Standards of Practice adopted several months ago will be considered at a meeting of the NAB Code Committee, to be held Dec. 17-18 at the Palmer House, Chicago.

Statement on clarification of the standards on length of commercial copy will be drafted for the NAB Board of Directors, which meets Jan. 3-4 at the Roosevelt Hotel, Hollywood. Standards do not now cover five-minute news programs.

Among proposals to be discussed will be a formula specifying that one-tenth of a program time should be the maximum allowed for commercials. This would apply to programs from an hour down to a quarter-hour, possibly to shorter programs.

Committee members are: Herbert Hollister, KANS Wichita, chairman; Edgar L. Bill, WMBD Peoria; Arthur B. Church, KMBC Kansas City; Henry Johnston, WSGN Birmingham; Merle S. Jones, WOL Washington; Ed Yecum, KGHL Billings; William S. Hedges, NBC; Jan Schimek, CBS.

NL & B Promotes Three; Stadelman Becomes V-P

NEEDHAM, LOUIS & Brorby Inc., Chicago, appointed three new officers following a meeting of the board of directors, according to President Maurice H. Needham.

Mr. Stadelman

Otto R. Stadelman, secretary-treasurer of the agency for the past 20 years, has been appointed vice-president in charge of media and markets; Miss Keo Currie, director of the research department since its inception, becomes vice-president in charge of research; and Max D. Anwyl, assistant treasurer since 1943, was appointed secretary-treasurer.

Mr. Stadelman, widely known in national advertising circles, was general manager of the Lite Products Co., Chicago, and entered advertising in 1923. He joined Needham, Louis & Brorby in 1925 and pioneered new techniques in the purchase of media which emphasize market coverage at minimum cost.

Both Miss Currie and Mr. Anwyl joined the agency in 1933.

Wronke & Hallicrafters Personnel Are Merged

MERGER of personnel of Louis J. Wronke Inc., Oak Park, Ill., industrial designers and engineers, with that of Hallicrafters Co., Chicago, producers of high frequency radio equipment, has been announced by Hallicrafters.

Mr. Wronke

Louis J. Wronke, president of the Wronke firm, joins Hallicrafters as chief mechanical engineer and director of design. A graduate of the engineering school of the U. of Illinois, he has been engaged in radio styling and mechanical designing since 1929, having served as chief draftsman, assistant chief mechanical engineer, plant superintendent and director of design in radio manufacturing plants.

Before the merger of personnel, the Wronke staff had designed or taken part in designing postwar lines of radio cabinets for Hallicrafters and other radio companies. They also have designed tone arms, record changers, microphones, hearing aids, and other electronic devices, as well as toys and playground equipment.

CBS has reported that a German publisher has approached William L. Shirer and Howard K. Smith, now covering the war criminal trials at Nuremberg for CBS, for permission to publish Shirer's "Berlin Diary" and Smith's "Last Train From Berlin".

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL GODLEY CO.
Consulting Radio Engineers
LABS: GREAT NOTCH, N.J.
OFFS: UPPER MONTCLAIR, N.J.
Phone: MONTCLAIR 2-7859

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
- International Building, Washington, D. C.
- 321 E. Gregory Boulevard, Kansas City, Mo.
- Cross Roads of the World, Hollywood, Calif.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
PAUL A. deMARS
ASSOCIATE
1469 Church St., N.W., Washington 5, D. C.
Decatur 1234

JOHN J. KEEL
CONSULTING RADIO ENGINEERS
Earle Bldg. • NATIONAL 6513
Washington 4, D. C.

LOHNES & CULVER
CONSULTING RADIO ENGINEERS
Munsey Bldg. • District 8215
Washington 4, D. C.

Frank H. McIntosh
Consulting Radio Engineers
710 14th St. N.W. ME. 4477
Washington, D. C.

MAY and BOND
CONSULTING RADIO ENGINEERS
★ ★ ★
1422 F St, N.W., Wash. 4, D. C.
Kellogg Bldg. • Republic 3984

HAROLD B. ROTHROCK
Consulting Radio Engineer
●
301 N. Greenbrier St.
Arlington, Va.
Chestnut 2267

Garo W. Ray
Consulting Radio Engineers
991 Broad St., Suite 9-11
Bridgeport 3, Conn.
Telephone 5-2055 Lab. Phone 7-2465

WORTHINGTON C. LENT
Consulting Engineers
INTERNATIONAL BLDG. WASH., D. C.
1319 F STREET N. W. DISTRICT 4127

HERBERT L. WILSON
AND ASSOCIATES
CONSULTING RADIO ENGINEERS
AM FM TELEVISION FACSIMILE
1018 VERMONT AVE., N.W., WASHINGTON 5, D.C.
NATIONAL 7161

HOLEY & HILLEGAS
CONSULTING RADIO ENGINEERS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

ANDREW CO.
Consulting Radio Engineers
363 E. 75th St. CHICAGO 19
Triangle 4400

GOMER L. DAVIES
Consulting Radio Engineer
P.O. Box 71 Warfield 9089
College Park, Md.

DIXIE B. McKEY
ROBERT C. SHAW
CONSULTING
RADIO ENGINEERS
1108 16th Street N. W. Suite 405
Washington, D. C. NAtional 6982

WELDON & CARR
CONSULTING RADIO ENGINEERS
WASHINGTON, D. C.
1605 CONNECTICUT AVENUE
PHONE—MICHIGAN 4151

EQUIPMENT ENGINEERING CO.
ENGINEERING & INSTALLATIONS OF
RADIO STATIONS
1438 MAIN STREET COLUMBIA, S.C.

KEAR & KENNEDY
Consulting Radio Engineers
Albee Building REpublic 1951
Washington, D. C.

UNIVERSAL RESEARCH LABORATORIES
(A Division of Universal Broadcasting Company)
Radio Engineering Consultants
1 NOB HILL CIRCLE • Pine and Mason Streets
DOUGLAS 5380 SAN FRANCISCO
ROYAL V. HOWARD, Director

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS, TEXAS

ROBERT L. WEEKS
CONSULTING ELECTRICAL ENGINEER
429 Russ Bldg.
San Francisco, California

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Help wanted—Transmitter man with first class license at a progressive Michigan station, good working conditions. Send your qualifications and references. Box 473, BROADCASTING.

Announcer for progressive network outlet northern New York. Box 539, BROADCASTING.

Wanted immediately, operator-announcer, first or second class ticket, in one of the best towns in Georgia, with good chance for advancement. Please write to Radio Station WMLT, Dublin, Georgia.

Situations Wanted

Experience saves! We handle that station you have in mind from commencement of application to completion of operation after you are "on the air". All or any part of it. Savings on application, construction and operation is our specialty. Our experience is saving money for others—let us save money for you. Box 132, BROADCASTING.

Staff announcer and newscaster just discharged from Army after serving overseas as station manager for AFRS station. Civilian experience: 2 years as announcer. Age 27, married, 2 children. Prefer position on west coast, but will travel. Box 345, BROADCASTING.

Experienced radio news broadcaster and commentator familiar with Far East political and economic problems through residence in China. Working knowledge of written and spoken Chinese language and French. Desires position specializing in news with station having wider radius than present location. Box 474 BROADCASTING.

Chief engineer—Available December 15. Total pre-war experience 10 years. Good engineering education. Definite executive ability. Progressive ideas. Married. Desire permanent placement with expanding station. Box 494, BROADCASTING.

Announcer — production - ideas - discharged veteran, 5 years civilian experience. Manager 2 years, 1000 watt AFRS station. Handle talent, publicity, promotion, references, complete details, transcription. Available immediately. Prefer New York vicinity. Box 505, BROADCASTING.

Singer—Baritone, age 29, six years general announcing experience. Wants contact with production station. Minimum wage—$80.00. Box 507, BROADCASTING.

Announcer—2 years experience commercial announcing, news, copywriting, control room technique, 20½ years old. Want permanent position. Box 510. BROADCASTING.

Need a capable, talented young man to assist your advertising, sales or promotion manager? I'm your man Friday, every day! Diversified experience. Box 512, BROADCASTING.

Commercial manager of one of America's most successful stations, available on percentage of salary overwrite basis, or will buy interest. Wealth of experience in commercial broadcasting including regional network. Best of references. Box 513, BROADCASTING.

Engineer—Former air corps communications officer, twelve years radio experience, 1st class license since 1938, available December tenth, desires job southeast as chief engineer local station or larger station with chance for promotion. Box 515, BROADCASTING.

Experienced Sports and Special Events Man Available

● Although presently employed at 50 kw station, desire change to metropolitan market. Prefer southwest or west but will go to any section where good opportunity exists. Background includes 14 years all sports-special events of which nine have been with present station. Have handled all football games for several years for one of country's first ten teams. Have network experience in special events. Know all sports thoroughly. Former professional football experience. Widely known in present section. Highest references.

BOX 543, BROADCASTING

Situations Wanted (Cont'd)

Veteran—Available January, desires position with small western or midwestern station. College graduate, second class phone, seven years experience, including two with Armed Forces Radio. Held managerial position prewar. Program director, station manager with AFRS. Progressive, reliable, married. Box 516, BROADCASTING.

Ex Army Captain, first class license holder, two years broadcasting experience, four years Army radio experience, desires engineering position with progressive station on east coast. Age 27, married, dependable, ambitious, can take responsibilities. Full qualifications in first letter. Box 519, BROADCASTING.

Radio engineer—discharged from Air Forces. First class phone license. Eight years experience in radio. All phases of broadcasting, also FM and television training. Desire permanent position with progressive station. Box 521, BROADCASTING.

Honorably discharged veteran, 25, married with family, 5 years experience in installation, maintenance, and operation of Navy shore stations, air-ground equipment and all types of navigational aids. Graduate of best Navy technical schools. Eager and willing to work at a position with a secure future. Box 522, BROADCASTING.

Position as announcer, part time in college town. Experienced, can operate board. Just out of service, single. Box 528, BROADCASTING.

Woman, 37, lively, attractive; nationally known; wants New York location with station or agency. Three years free lance writing, commentator, production, public relations, organization; five years educational director, director commercial woman's program 50,000 w Chicago station. Available interview December 10, 11. Box 535, BROADCASTING.

Situations Wanted (Cont'd)

Commercial manager of CBS affiliate desires change. Can qualify for commercial manager or assistant manager position. Six years experience in sales, production, traffic, programming, script writing, publicity. Excellent background. Married. Salary plus commission preferred. Box 536, BROADCASTING.

Chief engineer four years, have installed one BC stations. Technical school graduate with college mathematical background. Two years development laboratory experience. Desire position with progressive station or consulting firm. Box 530, BROADCASTING.

Experienced newspaper man desires connection with progressive station as news editor, commentator, or publicity director. Editor of prize-winning newspaper believes he can prove his worth to station. 12 years reporter, editor, correspondent; four years highly specialized work U. S. Government; publicity, public speaking, contact. Salary $125.00 week minimum depending on location. Age 36; family. Box 537, BROADCASTING.

Available immediately, experienced woman's commentator, programming, continuity. College graduate. Background with network stations. Box 538, BROADCASTING.

Capable enough "employed" commercial writer, salesman and merchandiser to ask hundred a week. Fifteen years writing, servicing, selling experience. War service record. Wish permanent west or midwest connections. 36 years old, married, one child. Box 540, BROADCASTING.

Producer—program director. Nine years experience includes production, directing, announcing, writing, acting. Now Army Captain awaiting release. Agency preferred. Box 542. BROADCASTING.

FOR SALE

Established 250 watt network affiliated Pennsylvania radio station.

BOX 547, BROADCASTING

Situations Wanted (Cont'd)

Chief engineer seeks position with progressive station. Experienced in all phases of radio station operation, maintenance and installation. Past employers and associates testify to ability as the working kind of executive who gets a job done well. Box 544, BROADCASTING.

Station manager—chief engineer. Navy officer, expecting January release, desires connection with new station in small city where economy of staff necessary. Thoroughly experienced in station management, sales, engineering and construction. Capable announcer. First class license. I'm looking for hard work and lots of it in return for minimum salary and commission of $350 monthly. Available February 15th. Box 545, BROADCASTING.

Veteran available for announcing or technical work with good technical training and some commercial experience. Will apply for engineers license. Lewis H. Danforth, 111 S. Maple St. W. Hempstead, L. I., New York.

Army captain on terminal leave, college graduate, 6 years experience announcing and script writing, desires position in midwest states. Address C. A. Hanson, 1801 Rawley Ave., Madison, Wisc.

Veteran awaiting discharge; experience 8 years civilian, 4 years army as control operator; production shows, remote. Go anywhere. No floater. Sgt. Norman T. Lewis, Box 202, Petersburg, Virginia.

Announcer—newscaster, thoroughly experienced all types of programs, one year night news editor and newscaster, excellent voice, Harvard graduate, available soon. Ed Blackman, WEEI, Boston.

Veteran with one year radio broadcasting training, at reputable radio college desires announcers position. Age 28, good health, industrious and fully reliable. Robert Armstrong, 6242 South Bishop, Chicago 36, Illinois.

Experienced announcer, veteran, 2 years all round experience with local, regional stations. Do production and write copy. Prefer middlewest or west coast. College education, single. Alfred Cohen, 325 Riverside Drive, New York, N. Y.

BA in radio broadcasting, taught radio production at N.Y.U., produced and wrote for small stations while at school. Veteran, prefer south, west or far west. Eugene Vasilew, 2910 Wallace Ave., New York 67, N. Y.

6 years experience announcing, news, writing. Veteran. Manager of Army overseas station, program director of another. Held administrative shipping post with AFRS. Married, 31. Seeking executive or program affiliation. Larry Dysart, T/Sgt., 1646 Lucile Ave., Los Angeles 26, Calif.

Chief engineer-announcer. Desires permanent position combination, chief or operator. Experienced. Reliable. Prefer midwest or southwest. Box 558, BROADCASTING.

(Continued on page 83)

HELP WANTED

Outstanding opportunity with one of Washington's largest Advertising Agencies, Kal, Ehrlich & Merrick. Radio Department has openings for a Copy Chief and one additional Commercial Copy Writer. Copy Chief must have excellent background and experience both in writing and editing of radio copy. He must be able to take over the entire radio copy department and direct all writing and traffic activity.

Copy Writer must have station or agency experience . . . must be capable of producing good, hard-hitting radio copy for retail advertisers.

Have these qualifications? Write, at once, outlining experience and salary requirements, to Kal, Ehrlich & Merrick, Advertising, 314 Star Building, Washington, D. C., for appointment in either Washington, D. C. or New York City.

Situations Wanted (Cont'd)

Writer—Working; 10 years newspapers, stage; wants chance in radio-television, N. Y. area. Family man, 34, reliable. Copy, dialogue, lyrics. Box 548, BROADCASTING.

Recording director, producer, veteran. Had staff of 20 men transcribing 6 hours of programs per week for Army pro. Overseas managed AFRS station. Qualified engineer, built 4 studio set ups for Army. Will go anywhere. Box 549, BROADCASTING.

Experienced radio actress on leading network programs desires work in south. Florida preferred. Straights, characters, announcing, narration, commercials. Unusual educational and cultural background plus excellent stage and radio experience. Have also directed and produced children's shows on air. Some writing experience. Superior references. Box 550, BROADCASTING.

Experienced sports commentator, emcee, special events man. Awaiting discharge as Navy Public Relations Specialist. Network, local experience. Play by play basketball, football, baseball; widespread experience special events broadcasting, horseracing, golf, tennis, et cetera. Emcee for audience shows, musical, others. Unusually good ad liber. Has own sports commentary, human interest program available for immediate commercial sponsorship; five years success story on this show alone. Prefer staff assignment with talent fee arrangement possible. Able to create, produce and direct new programs. Professional continuity and commercial writer six year. Transcriptions, references on request. Available January 1 to 15 at latest. Write Box 551, BROADCASTING.

Versatile network announcer desires permanent affiliation; excellent background in sports—former star athlete; motion picture experience. Box 552, BROADCASTING.

Available January first—producer, announcer. Age 30. Eight years experience in major market. Local and network. Present income $5,000. Box 553, BROADCASTING.

Experienced announcer-producer-writer with first class license desires change. Executive type now earning $100.00 a week. Box 554, BROADCASTING.

Young man, 35 years of age, married, desires position with station contemplating expansion. Licensed since 1931. Nine years at transmitter before entering Navy. Experienced in installation and maintenance of transmitter and studio equipment. Naval experience all in materiel, VHF and FM. Los Angeles, preferred. Box 555, BROADCASTING.

Announcer—14 months professional, ABC affiliate. Several years radio dramatics. Can handle wide variety of shows. Baritone speaking voice, but sing tenor (popular, ballad, light classical). Replaced by veteran. Excellent references. Prefer midwest or east. Robert Carlin, 903 E. Whittier St., Columbus, Ohio.

Veteran, radio engineer. 15 years experience design, construction, maintenance hi-freq. Commercial first telephone. Speak Japanese fluently, knowledge Spanish. Will travel. Kawai, 898 Tuscarora, St. Paul, Minn.

Announcer—7 years metropolitan commercial and news experience before war. Naval Reserve honorable discharge. Prefer north or east. Fred L. Scott, 2451 N. Halsted, Chicago, Illinois.

Total of eight years in various phases of radio maintenance and operating. First phone license. Announcing fair. Will handle combination job with proper pecuniary compensation. Prefer midwest, southwest or Rockies. Veteran. Box 557, BROADCASTING.

Ga., Fla., Ala.: Announcer. 2½ years experience. 30 years old. Also, ex. in selling time, copywriter, programming, etc. Available immediately. Box 556, BROADCASTING.

Veteran engineer, 6 years varied experience transmitter, studio. 3 years Radar, high frequency work as radio technician in Navy. 1st phone. Family man. Young. Seek permanent position at progressive station with high aims. Excellent references. Kenneth Hestor, 1030 E. 5th St., Erie, Pennsylvania.

Wanted to Buy

Order letters for products advertised on your station may be worth thousands of dollars to your clients, and liberal commissions to you. We are confidential, exclusive agents for mass buyers of mail order names. For full particulars contact—Mr. Buhl, S. D. Cates Company, 1930 Irving Park Road, Chicago 13, Illinois.

Peabody Award Entries Must Be Filed by Jan. 7

ENTRIES in the 1945 George Foster Peabody Radio Awards must be submitted by Jan. 7, 1946, according to the Henry W. Grady School of Journalism, U. of Georgia, Athens. They should be sent to Dean John E. Drewry at the school. Eligible to submit entries are stations, networks, radio editors, listener groups or any person or organization desiring to direct the attention of the Peabody board to a program or group of programs. Listening-post committees all over the nation also will submit entries.

Seven classifications are specified: Programs by regionals (over 1,000 w) aiding public welfare; programs by locals (under 1,000 w) aiding public welfare; outstanding reporting and interpretation of the news; outstanding drama; music; educational program; children's program.

Final selections are made by a U. of Georgia faculty committee and a national advisory board headed by Edward Weeks, editor, *Atlantic Monthly*. Selections will be announced early in 1946.

Duncan at WWNC

JOE C. DUNCAN has rejoined the engineering staff of WWNC Asheville, N. C., after service in the armed forces.

Esso-WBZ Booklet

A BROCHURE, "Esso-WBZ, Service to New England", is being distributed to mark the beginning of "Esso Reporter's" 11th year on the Boston station. Booklet contains pictures made at 10th birthday party of "Esso Reporter", when June Richdale, vice-president of Colonial Beacon Oil Co., presented a plaque to C. S. Young, WBZ general manager, and of WBZ-Esso anniversary stunts.

Betsy Briggs Discharged

BETSY BRIGGS, the former Betsy O'Crotty of KNX Los Angeles has been discharged from the SPARS in Cleveland after nearly two years service in the pubic relations section. She plans to remain in Cleveland and collaborate with her husband, Fred Briggs, announcer of WJW Cleveland, on radio productions.

For Sale

For sale—250-watt composite transmitter, complete with FCC filing data. F.O.B. San Francisco Bay region. Cost $3,000—Price $1,000. Box 541, BROADCASTING.

For sale—Presto Model Y recorder complete with extra 75-A recording turntable. Immediate delivery $900.00 plus shipping charges. For sale—new Presto 6-N recorder with microscope and extra feedscrew also used Presto 85-E amp. Box 546, BROADCASTING.

For sale—At bargain, two Western Electric (IRPI) turntables, as formerly furnished with World Transcription Service, in excellent condition. Write or wire Tams Bixby, 220 Wall Street, Muskogee, Oklahoma.

STATION MANAGER

6 years successful station management.

1½ years assistant to manager, 50 kw station. Have hit ceiling here.

$9,000.00 salary minimum or share profits.

All negotiations in strict confidence.

BOX 517, BROADCASTING

KTBC Appoints T-H-S

KTBC, 1,000 w CBS affiliate, 1240 kc., Austin, Texas, has appointed Taylor-Howe-Snowden Radio Sales as station representatives, Pat Adelman, general manager, announced last week. The new station makes a total of 16 represented by Taylor-Howe-Snowden.

Harrison Back to WHBF

LT. CHARLES HARRISON has returned to his position as staff announcer of WHBF Rock Island, Ill., after his release from the AAF.

Carnation Moves to N. Y.

AFTER 13 years origination from Chicago, "Carnation Contented Hour", sponsored by Carnation Milk on NBC, Mondays, moves to New York Jan. 7. Percy Faith, musical director, goes with the show. Rest of talent is not yet set. Agency is Erwin Wasey & Co., New York.

News Analyst to Bank V-P

JOHN J. BARRY, news analyst on "Frontline Headlines" on WBZ-WBZA Boston-Springfield, sponsored by the National Shawmut Bank of Boston, has been elected vice-president of the bank. He was also on the staff of the Boston Globe. The program will be continued, the bank announced.

WMFM Changes Its Call Letters For Fourth Time

WMFM OBSERVED its fourth christening Dec. 1 when the *Milwaukee Journal* station changed its call letters to WTMJ-FM.

The change was made in anticipation of eventual duplication of programs on WTMJ, the *Journal* AM station and on its FM outlet.

The *Journal's* FM station went on the air Feb. 23, 1940, under an experimental grant, and was known as W9XAO. With the advent of commercial operation of the station it became W55M, in accordance with a new system of naming stations to indicate frequency and location. When the FCC discontinued the practice, the station took the call letters WMFM. The change Dec. 1 to WTMJ-FM made the fourth set of call letters to identify the station.

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements - at any time
RCA COMMUNICATIONS, INC.
64 Broad Street New York 4, N. Y.

Custom-Built
Speech Input Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
Kansas City, Mo.
Washington, D. C. Hollywood, Cal.

MORE RF KILOWATT HOURS PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
611 Baronne St., New Orleans 13, La.
Raymond 4756
High Power Tube Specialists Exclusively

SOUND EFFECT RECORDS
GENNETT-SPEEDY-Q
Reduced Basic Library Offer Containing Over 200 Individual Sound Effects
Write For Details
CHARLES MICHELSON
67 W. 44th St. New York, N. Y.

The
Robert L. Kaufman
Organization
Technical Maintenance, Construction Supervision and Business Services for Broadcast Stations
Munsey Bldg. Washington 4, D. C.
District 2292

FREQUENCY MEASUREMENTS
One of the best equipped monitoring stations in the nation
STANDARD
Measuring & Equipment Co.
Phones 877-2652 Enid, Okla.
Since 1939

KLUGE ELECTRONICS CO.
Commercial & Industrial Equipment
1031 No. Alvarado
Los Angeles 26, Calif.
Myron E. Kluge EXposition 1741

TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

AVAILABLE NOW
PRECISION TURNTABLES—and/or ASSEMBLIES • MODULATION MONITORS • REMOTE-POWER AMPLIFIERS
SONIC ENGINEERING CO.
592 Columbus Ave., New York City, N. Y.

10.3 HOOPER IN SEATTLE
WRITES **OLIVER RUNCHEY, KOL**
THE SHADOW
Available locally on transcription—see C. MICHELSON, 67 W. 44 St., N.Y.C.

Ad Council

(*Continued from page 14*)

in the difficult reconversion period, and on matters affecting the general welfare of all the people;

"(2) Eliminate the chaos resulting from competition for radio time among the various Government agencies and private groups of national importance. Organizations participating in the Council's postwar radio allocation plan will, as in the past, pledge themselves not to approach national radio advertisers individually for radio coverage except as allocated by the Council;

"(3) Prove the wartime lesson that public service advertising is good business."

NAB

(*Continued from page 14*)

on Audience Measurement, reported on a Wednesday meeting of his group with representatives of the NAB Research Committee to study the problem of securing for local station audience research a degree of standardization which BMB, CAB, Hooper and others have achieved in the national field. SMEC recommended that the Research Committee prepare an analysis of present station research methods.

Mr. Webb's subcommittee includes Mr. Meighan; Henry I. Christal, Edward Petry & Co.; Cecil Beaver, WOAI San Antonio; Mr. Bennett (absent). Representatives of the Research Committee meeting with them were: J. C. Tully, WJAC Johnstown, Pa., chairman; Dale Taylor, WENY Elmira, N. Y.; Mrs. Helen Schaefer, NAB Assistant Director of Research.

After a discussion of the use of radio by Government agencies on a commercial basis, SMEC decided that since the end of the war such business is properly acceptable from agencies having advertising appropriations and buying other advertising media.

A group of research, sales and promotion executives were guests of SMEC at lunch, after which the group was given a preliminary showing of a presentation of radio's sales effectiveness.

Copy Standards

A. D. Willard Jr., NAB executive vice-president, opened the afternoon session with a talk on raising advertising standards, which was followed by an SMEC recommendation that the NAB board appoint a committee looking toward the establishment of a bureau on copy acceptance and standards of good taste for industry guidance. It was recommended that this committee include members of SMEC and of the NAB Code Committee.

SMEC turned down a suggestion that granting of 2% discounts for prompt payment of station bills be recommended as industry practice, calling it an agency-advertiser problem. Group discussed the practice of combination discounts to a single advertiser whose business is placed by a number of advertising agencies, which some broadcasters have objected to as causing accounting and billing problems, but decided a rule against it would be unfair to some advertisers not to recommend its abolition as it is a practice of long standing.

Discussion of need for industry data on expenditures for broadcast advertising, particularly in the local field, led to recommendation that NAB Research Committee devise a plan to gather the figures for industry information. SMEC discussed but took no action on a suggestion for an industry policy on amount of time a station should sell to any one advertiser to prevent domination of its schedule.

SMEC approved appointment of a standing subcommittee on sales practices. Another subcommittee will be named to assist in the preparation of a report on the Joske's of Texas experiment with radio advertising, now being conducted under NAB guidance. Distribution of industry retail promotion booklets to schools of journalism and other educational institutions for use in advertising courses was approved.

Dealer Budgets

Group considered advisability of preparing a presentation on the value of local radio advertising expenditures by national manufacturers on behalf of their local dealers, for presentation to manufacturing groups.

SMEC two-day meeting was attended by chairman McConnell; Cecil Beaver, WOAI; John Outler, WSB; Mr. Christal; Mr. Avery; Mr. Webb; Mr. Meighan; Lincoln Dellar, KXOA Sacramento; Paul Morency, WTIC Hartford; Beverly Middleton, WSYR, Syracuse; Arthur Hull Hayes, WABC New York; Stanton P. Kettler, WMMN; John Blair, John Blair & Company; Odin S. Ramsland, KDAL Duluth; Mr. Johnson; Harold Soderlund, KFAB Lincoln; Mr. Davis; Mr. Willard; Mr. Pellegrin.

Federal Jurisdiction in New Mexico Sales Tax Test Case Is Argued by NAB

THREAT of the State of New Mexico to issue warrants directing sheriffs to levy upon and sell transmitters, equipment and real property of stations provides adequate basis for the U. S. District Court, District of New Mexico, to assert jurisdiction in the petitions of stations for relief from the State's sales tax, the NAB claims in a brief filed with the court.

Argument on the court's jurisdiction to hear appeals from imposition of the State's 2% gross sales tax against radio stations was heard Nov. 19 at Santa Fe [BROADCASTING, Nov. 26]. The court at that time postponed argument on the merits of the appeals until late January after the State contended it was not prepared to offer technical testimony.

The NAB's brief, prepared by John Morgan Davis, general counsel, and Milton J. Kibler, assistant, contends that the State's threat provides basis for Federal relief despite the fact that the State since has stated it will not take this action pending outcome of the station litigation. NAB enters the case as a friend of the court. Petitions of a number of stations have been consolidated by the court.

Besides pointing out that the stations have no adequate and speedy remedy at law in State courts or in equity, NAB observes that the standing of stations with the FCC would be jeopardized should the State go through with threats to levy on station property in collecting taxes and interest back to 1935 when the law was passed. At that time the State revenue department had ruled that radio, as a medium of interstate commerce, was not liable to the intrastate tax.

Farm Survey

(*Continued from page 13*)

be completed, will seek to determine radio coverage in rural areas. The three other committees will offer technical evidence on signal strengths and interference.

The survey was undertaken, the Commission explained, "to obtain information on the issue as to whether and to what extent the clear-channel stations render a program service particularly suited to the needs of listeners in rural areas."

The sponsoring committee includes the FCC chief economist and representatives of the Clear Channel Broadcasting Service, Regional Broadcasters Committee, Broadcasters Measurement Bureau, American Broadcasting Co., CBS, NBC, Radio Technical Planning Board (Panel 4), National Council of Farm Cooperatives, Division of Statistical Standards of the Bureau of the Budget, and various experts in the field of broadcast measurement.

Lessens Isolation

The report was based on answers to a lengthy questionnaire used in interviewing 4,293 principal members of the rural households surveyed.

While the purpose of the study was to show attitudes of rural listeners toward radio, the report shed some light on the ability of listeners to tune in on stations—a subject to be covered by the technical committees. On this point the report declared:

"Neither the amount of reception difficulty reported nor the degree of choice among stations bears on how important people say radio is to them. It might be expected also that people whose choice of stations is very limited would more often be unable to find programs of interest to them than people who can choose among the programs of a number of stations. The survey indicates that this supposition is likewise incorrect."

The report pointed to the great service radio performs in bringing the outside world to rural areas and lessening the isolation which may characterize so much of rural life. This value is such, it was suggested, that rural people "are not disposed to look for shortcomings in the radio service they have access to."

Only 17% of rural listeners say they have ever lived where reception was better than it is now.

It was estimated that 9,920,000 rural households were radio owners when the survey was conducted; 1,820,000 rural households are former owners; 1,880,000 rural households are non-owners and never owned a radio. Ownership is highest in the West and lowest in South, according to the report.

FCC Summary

Following is the FCC summary of a survey of attitudes of rural people toward radio service:

Most rural people in the United States value radio highly. Three out of four "farm" and "rural nonfarm" radio owners feel they would miss radio very much if it were inaccessible to them. Approximately the same proportion of former owners say they miss radio very much. Nearly nine-tenths of those rural dwellers who have not had radios for five years or more say they would like to have one. Radio has become a highly valued aspect of everyday living in most "rural homes" which have radios; a highly desired one in most of those homes that do not.

Radio is valued about equally by rural radio owners in each of the three major regions of the country, North (including the Northeast), South, and West. There are no great differences between farm and rural non-farm radio owners in this respect although the women of each of these groups somewhat more frequently value radio highly than do the men. Differences in education, income, and age seem to have little effect on the extent to which rural listeners feel they would miss radio if they had to be without it. Rural listeners whose range of available stations is low and those whose reception difficulties are many place high value on radio about as frequently as those who have greater choice of stations and better reception. Those listeners, both men and women, who listen to their radios a good deal are more apt to value radio highly than are those who listen only a little.

Radio is valued by rural listeners for the two great functions it serves; as a source of news and other information and as a source of entertainment and company. When asked to explain why they would miss radio if they were to be without it, most men, especially the farmers, stress its importance as a source of news and information. A somewhat smaller number refer to its entertainment value.

among rural women, entertainment is more commonly given as a value of radio than is news, although almost as many women mention news as mention entertainment.

The importance of the news function of radio to rural people is demonstrated again when they are asked what kinds of program they would miss most if they had to go without radio service. News programs are mentioned in this connection by an overwhelming majority of rural people who now have radios; much more often than any other type of program. Farm men and women again exceed rural non-farm people somewhat in their emphasis on the importance of news programs. Farm men also much more often emphasize the value of programs giving market and weather reports, and talks on farming, than do non-farm men. When rural people who have radios are asked to name the kinds of programs they like best, the pattern of their tastes in radio becomes evident. In general, farm people select the more serious type programs. News and market reports, hymns and religious music, sermons and religious programs, and farm talks are given high preference by this group. Old-time music is preferred by approximately 50 per cent of the men and women of the farm group and the proportion naming it nearly doubles the proportion naming the entertainment program next most commonly mentioned.

Quiz Program

While many rural non-farm men and women also list these programs as among those they like best, they do so less commonly (with the exception of news programs). More often than farm people they name quiz programs, entertainment programs (with comedians and popular singers), and dance music as among their favorite programs. The rural non-farm men much more often like broadcasts of sports events than do farm men. The program preferences of rural non-farm people indicate a greater appreciation of the lighter aspects of radio service than is found among farm people.

When rural people are asked to name the type of program they don't care for, an additional aspect of rural tastes emerges. As indicated below, serial stories are the kind of program most commonly named as not liked; they are followed by dance music, and then by classical music. While many other types of programs are named as disliked by some rural radio listeners, these three types of programs seem most commonly to create strong feelings of rejection. Distaste for programs of classical music differs from dislike of serial stories or dance music in the fact that rural people who name classical music as a disliked program commonly say they do not understand such programs. Approximately two-thirds of the farm people who have radios report listening to weather reports, market reports and talks on farming, many of them listening to such programs several times a week. A large majority of those farm people who listen to these programs feel that they are helpful to them. As might be expected, farm men are much more often interested in farm programs than are farm women.

Serial story programs occupy an unusual position in the attitudes of rural people. Among women, both farm and rural non-farm, they stand second only to news in the list of programs they say they would miss most if their radios failed them; yet they are also the type of programs most commonly not cared for by rural women. Rural women who have radios seem to divide into three large groups in their attitudes toward serial programs; those who like this type of program very much and would miss it greatly if they could not hear it, those who neither like nor dislike such programs, and those who actively dislike them. Very few rural men show any preference for serial stories and, like rural women, they most commonly name this type of program as the kind they do not care for. No other program creates such partisan attitudes among rural people as serial stories.

Generally speaking, rural people are not highly conscious of possible improvements in the program service they are now receiving. Over half of the rural people who have radios cannot think of any type of program they would like to hear more of than they do now when asked to name them. The suggestion offered by those who do name a kind of program are scattered over a variety of favorite programs and do not indicate any important specific discrepancies between listener needs and present program service. There is even less expression of awareness of possible improvements resulting from unsatisfied wishes for specific types of programs at particular hours of the day or evening.

The fact that rural radio listeners do not have many suggestions to offer concerning radio programming does not mean that they are undiscriminating regarding the programs that are available to them. There are large differences in the amount of time rural people spend listening to radio, among both men and women, and these are only partly accounted for by differences in time available for listening. Three out of four rural people report having their radios turned off at times because they do not care for the programs that are on; almost a third of the rural people say this happens very often. However, those listeners who say they listen to their radios only a little and keep them turned off very often because they are not interested in the programs are no more likely to suggest changes in the programs than are those people who say they listen much of the time and never have their radios turned off because of the programs.

Most rural listeners seem to take radio programming for granted. They may listen much or little, but they are not inclined to think of themselves as being in a position of judgment regarding the kinds of programs that should be on the air. Very few of these people have any point of reference, either actual or ideal, with which to compare present radio programming; as a consequence, they tend to accept the radio they know as the natural order of things.

About one in every four rural households has no radio in working order. About half of these homes have had radios within the last five years; most of these households say that they have not replaced or repaired their radios because of wartime shortages. These rural households that have had no radio for over five years have most commonly gone without because they felt they could not afford it. There is a strong tendency for those households which have had no radio for five years or more also to lack the other major means of communication, telephones and daily newspapers.

Grants on AM Stations

Following is a list of grants for AM stations made last week by the Commission. Story on page 13.

City	Applicant	Construction Permit
	GEORGIA	
Bainbridge	S. Marvin Griffin	Frequency 1490 kc, 250 watts, unlimited time (B3-P-3893).
Cartersville	W. R. Frier	Frequency 1450 kc, 250 watts, unlimited time (B3-P-4064).
	KENTUCKY	
Frankfort	Frankfort Broadcasting Co.	Frequency 1490 kc, 250 watts, unlimited time (B2-P-4072).
Glasgow	Glasgow Broadcasting Co.	Frequency 1490 kc, 250 watts, unlimited time (B2-P-4008).
	MINNESOTA	
Brainerd	E. Thomas O'Brien, Mildred O'Brien Chalberg, John Chalberg, Mabel O'Brien Smith, and William Graham, d/b as Brainerd Broadcasting Co.	Frequency 1400 kc, 250 watts, unlimited time (B4-P-3991).
	NEW MEXICO	
Silver City	Dorrance D. Roderick	Frequency 1340 kc, 250 watts, unlimited time. Site to be determined. (B5-P-4041).
	OKLAHOMA	
McAlester	McAlester Broadcasting Co. (a co-partnership composed of C. E. Wilson & P. D. Jackson)	Frequency 1400 kc, 250 watts, unlimited time; granted subject to condition permittee make more complete showing of programs to be rendered prior to issuance of license (B3-P-4027).
	TENNESSEE	
Athens	Lowell F. Arterburn, d/b as Athens Broadcasting Co.	Frequency 1450 kc, 250 watts, unlimited time (B3-P-3929).
Athens	R. O. Hardin and Verna S. Hardin, tr/as Athens Broadcasting Co.	Frequency 1490 kc, 250 watts, unlimited time (B3-P-3918).
Columbia	The Middle Tennessee Broadcasting Co.	Frequency 1340 kc, 250 watts, unlimited time (B3-P-3715).
	WASHINGTON	
Ellensburg	Central Washington Broadcasters, Inc.	Frequency 1240 kc, 250 watts, unlimited time (B5-P-3996).
Ellensburg	Gilbert H. Kayner and Howard H. Kayner, d/b as Kittitas Valley Broadcasting Station	Frequency 1400 kc, 250 watts, unlimited time (B5-P-4024).
	WYOMING	
Worland	Joseph P. Ernst	Frequency 1490 kc, 250 watts, unlimited time (B3-P-3891).

The following applications were designated for hearing:

	DELAWARE	
Dover	Diamond State Broadcast Corp.	Requests frequency 1340 kc, 250 watts, unlimited time (B1-P-4217).
	FLORIDA	
Fort Pierce	James S. Rivers, tr/as Southeastern Broadcasting Co.	Requests frequency 1490 kc, 250 watts, unlimited time (B3-P-3938), to be consolidated with Indian River Broadcasting Co. application.
Fort Pierce	Indian River Broadcasting Co.	Requests frequency 1400 kc, 250 watts unlimited time (B3-P-3905), these applications are designated for consolidated hearing with application of Southern Media Corp., Coral Gables (B3-P-4138) and Ft. Lauderdale Broadcasting Co. application (B3-P-3785).
	WASHINGTON	
Bremerton	Bremerton Broadcast Co.	Requests frequency 1230 kc, 250 watts, unlimited time (B5-P-4031).

Wave Propagation Will Help Radio

Details of Military Secret Are Revealed for First Time

RESEARCH in radio wave propagation and in the techniques of prediction, carried out during the war by the Interservice Radio Propagation Lab., Washington, is expected to provide valuable aid in civilian broadcasting, it was disclosed today.

Details of the IRPL work, heretofore a military secret, were disclosed in a release by the Dept. of Commerce for publication today. "Many American and Allied airmen owe their lives and the success of their missions to the accurate forecasting of radio transmission conditions," said the release.

Working under the general supervision of Dr. J. H. Dellinger, chief, Radio Section, Bureau of Standards, and Dr. Newbern Smith of the same office, propagation experts studied ionospheric and other data gathered from all parts of the world. As a result of their research they were able to predict transmissions. The IRPL served under the Wave Propagation Committee of the Joint Communications Board which, in turn, was under U. S. Joint Chiefs of Staff.

Work had to do largely with advance predictions of transmission conditions in the ionosphere. IRPL's primary function was to furnish radio propagation information and predictions to the Allied military services and to advise them on communication problems of operational importance.

Among its duties IRPL developed methods for solving high-frequency propagation problems, studied wave absorption in the ionosphere, analyzed traffic data from the propagation viewpoint and correlated high-frequency direction-finder errors with ionosphere conditions.

A considerable part of the IRPL work is being continued because of its importance to peacetime applications. With the cloak of secrecy lifted, the findings are expected to be valuable particularly in FM and television transmissions.

Associated with IRPL are laboratories at Stanford U., Berkeley, Cal.; Louisiana State U., Baton Rouge; U. of Puerto Rico, San Juan; Harvard U. and Massachusetts Institute of Technology, Boston. Valuable help also has been given by the Carnegie Institute, Washington, Dept. of Terrestrial Magnetism, which maintained observatories at the U. of Alaska and other places, centralizing solar and magnetic data. Fifty stations were operated by the U. S., Great Britain, Canada, Australia, New Zealand and Russia, with data centralized in Washington.

At Deadline...

HOPE, FIBBER, THEATER HEAD HOOPER REPORT

BOB HOPE is most popular program of all network evening shows according to the Nov. 30 Hooper report which gives his program rating of 27.9. Other leaders, Fibber McGee & Molly 25.3; Radio Theater 23.6; Walter Winchell 23.4; Charlie McCarthy 22.6; Jack Benny 22.4; Mr. District Attorney 19.8; Fred Allen 19.2; Abbott & Costello 18.8; Screen Guild Players 18.5; Take It or Leave It 18.4; Music Hall 17.5; Eddie Cantor 17.5; Jack Haley 16.2; Aldrich Family 15.6. (Ratings, page 30.)

Average evening rating was 9.4, unchanged from Nov. 15 report and down 0.4 from year ago. Average sets-in-use was 29.7, up 0.3 from last report, down 1.1 from year ago. Average available audience was 79.2, up 0.9 from the last report and up 0.1 from year ago.

BALABAN & KATZ SIGNS CHICAGO COLISEUM

WKBK, Balaban & Katz television station in Chicago, has contracted for exclusive video rights to Chicago Coliseum events for next five years. Agreement was signed before WBKB cameras Friday during regular 7:45 p.m. program. Signatories were John Balaban, station owner; William C. Eddy, television director of Balaban & Katz, and Leo Seltzer, Coliseum operator.

VIDEO HEARING SET

FIRST action on television applications since resumption of normal licensing was taken by the FCC late Friday in designating all requests for metropolitan stations in Washington, D. C., for hearing. Cases consolidated are NBC, Allen B. DuMont Labs. Inc., Bamberger Broadcasting Co., Philco Radio & Television Corp., Scripps-Howard Radio Inc., Evening Star Broadcasting Co., *Washington Times-Herald*, Marcus Loew Booking Agency, and Capital Broadcasting Co. Petition by NBC for reinstatement of its construction permit, surrendered in 1942 following the freeze, was denied.

TO OBSERVE BIBLE SUNDAY

INTERNATIONAL Bible Sunday, Dec. 9, will be observed by networks with special broadcasts arranged by American Bible Society. Paul A. Walker, FCC Commissioner, will broadcast on American Dec. 8, 7:15-7:30 p.m. Gov. Ellis G. Arnall of Georgia will be heard on Mutual, Dec. 8, 3-3:15 p.m. Rep. Charles A. Eaton (R-N. J.) will speak on NBC Dec. 9, 8:45-9 a.m.

FOUR NETWORK PICKUPS FROM ST. PAUL INSTITUTE

FOUR network broadcasts, including a session of Mutual's *American Forum of the Air* on "How Can We Keep Radio Free?" are scheduled to originate Dec. 4 from the monthly meeting of the Women's Institute conducted by the *St. Paul Dispatch* and *St. Paul Pioneer-Press* (WTCN) and this time devoted to radio's 25th anniversary. Harold E. Stassen, former governor of Minnesota, recently a captain in the Navy, will discuss "Freedom of Radio—An International Necessity", at the meeting, arranged by Dorothy Lewis, NAB Director of Listener Activity.

Samuel Gale, director of advertising for General Mills, will speak on "A Sponsor Looks at Radio"; Frances Farmer Wilder of CBS on "The Daytime Program"; Mary Margaret McBride of WEAF New York on "Women and World Peace'; Esther Van Wagoner Tufty of WWDC Washington and Associated on "Are Women a Secret Weapon in Washington?"

Other broadcasts include *Behind the Scenes at CBS;* St. Paul Symphony Orchestra, conducted by Dr. Frank Black, general music director of NBC, on NBC; *Club Matinee* on American; U. of Minnesota Radio Workshop presentation, "25 Years of Broadcasting" on KUOM Minneapolis-St. Paul.

PLANS STRIKE VOTE

UNITED ELECTRICAL, Radio & Machine Workers of America (CIO) completing plans for strike vote Dec. 13 under Smith-Connally Act for employes of General Electric Co., Westinghouse Electric Co. and electrical division of General Motors Corp., according to James J. Mantles, national director of organization of the union. Companies rejected union's demands for $2-a-day increase; union rejected General Motors' counter offer of 10% rise.

OPTION ON ASSOCIATED

THAT $150,000 loan by Atlas Corp. to Associated, disclosed exclusively in last week's BROADCASTING, carries 30-day option for acquisition of control of network, which can be extended only by an increase in loan under final terms reached last week by Leonard A. Versluis, Associated president, with Floyd Odlum, Atlas president and head of RKO. If option is exercised, Atlas Corp., by advancing another quarter million, would acquire about two-thirds of company. Mr. Versluis and Roy C. Kelley, executive v-p of Associated, would hold approximately one-third interest. Close association between network and *Liberty* Magazine, controlled by Atlas, is expected if purchase goes through. Atlas also owns over a million dollars worth of CBS stock, according to Dec. 31, 1944, financial statement. Meanwhile, conversations between Associated and American toward out-of-court settlement of former's suit over "ABC Network" identification are nearing stage where announcement that identification will be exclusively American's may be expected at any time, in which case Mr. Odlum probably will help pick new name for the fifth network.

Closed Circuit

(*Continued from page 4*)

operate only on secret military frequencies.

SPEAKING OF SURPLUS, a Grumman Utility two-engine amphibious airplane has been purchased out of the Navy Dept. surplus by Comdr. George B Storer, president of Fort Industry Co. which operates stations in Ohio, West Virginia, Georgia and Florida. When five-passenger monoplane—popularly known in Navy parlance as a JRF Duck—was purchased, Comdr. Storer stated it was "for scientific development in radio". He bought first civilian jeep made by Willys.

People

LES QUAILEY, sports radio director of W. Ayer and Son, Philadelphia, resigns Dec. to join Scholastic Sports Institute, N. Y., director of relations bureau.

CHARLES E. SEEBECK named sales manager of WTON, new Staunton, Va., station on 1400 kc.

WILLIAM H. WARRICK, discharged from Army as lieutenant colonel, on Nov. 21 joins Jonathan Conrow, New York, as national account executive.

ROBERT G. HUGHES, who joined Dunn Jones Co., New York, last October after three years with Coast Guard, has been appointed head of agency's copy department, in charge of both radio and publication copy.

LLEWELLYN HARRIES, manager of sales promotion division of National Retail Dry Goods Assn., New York, for two years, on Dec. 1 became vice-president in charge of retail services at Abbott Kimball Co., New York.

JOHNNY NEBLETT, narrator of NBC *Pan Alley of the Air* and head of his own transcription company in Chicago, Dec. 26 to marry Angeline Orr, actress.

LT. SHERMAN E. ROGERS, USNR, returned to Platt-Forbes, New York, as director of motion picture, radio and television activities.

RICHARD ROSENBLUETH, copy; E. GRAYSON WEYMOUTH, media; VINCENT GALTERIO, research; STEVE RICHARDS, publicity, Detroit office; JACK HANSEN, ALEXANDER AITCHESON and BERNARD DIEHL, general, have returned from military service to their positions at Arthur Kudner Inc., New York agency.

ALBERTA ALTMAN, formerly with Office of War Information, to public relations staff of John A. Cairns & Co., New York.

WILLIAM A. BARRON JR., director of Gillette Safety Razor Co., elected chairman of the board succeeding S. C. Stampleman, whose term expires Jan. 1.

LT. (jg) ED DUNNING, formerly with sales staffs of WHN and WINS New York and discharged from Navy after three years service, joins sales staff of World Broadcasting System, New York.

DR. LESTER F. MILES, account executive of Maxon Inc., New York, has resigned. He will be associated with electronics department of General Electric Co., account.

TWO TEXAS STATIONS GRANTED

CLEARING up a complicated situation which arose five years ago as a result of applications for conflicting frequencies, FCC Friday granted a regional station to WACO Waco, Tex.; a new local station to Beauford H. Jester, Waco; an increase in power to KDNT Denton, Tex.; and a new station to Truett Kimzey, Greenville, Tex. In all cases except KDNT the Commission made the grants subject to condition that transmitter sites are approved by Civil Aeronautics Administration.

WLW

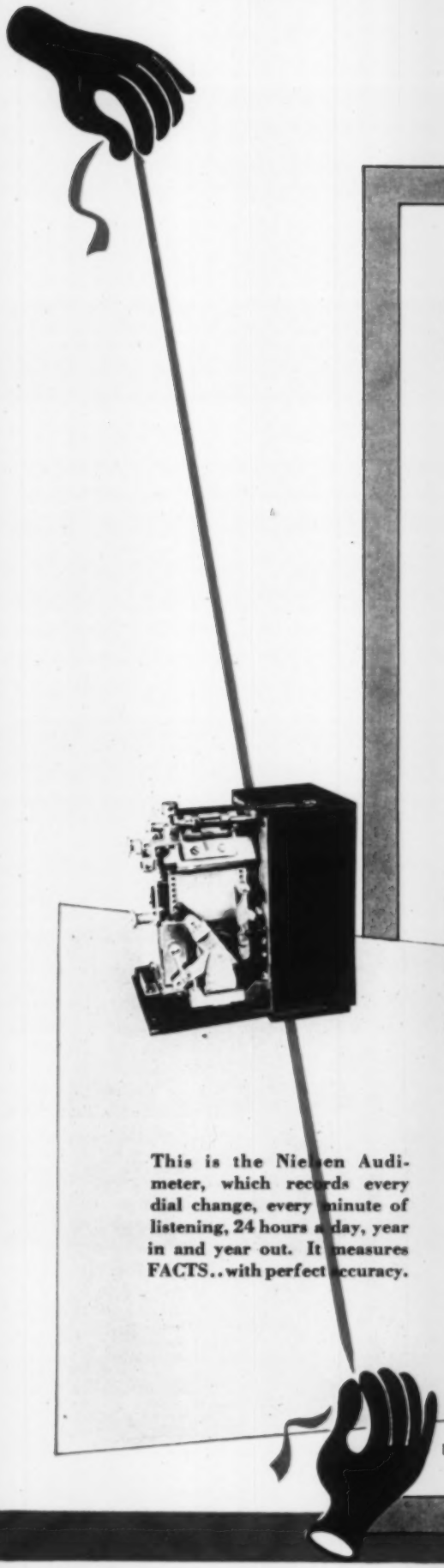
ANNOUNCES ANOTHER STEP FORWARD IN STATION AUDIENCE MEASUREMENT

with

NIELSEN

RADIO INDEX

This month, another chapter is added to the WLW story of progress in station audience measurement. Now — when FACTS about coverage and listening are increasingly vital, WLW becomes the first radio station anywhere to make available to its clients, its management, and its program department, the Nielsen Radio Index . . . mechanical measurement of minute-by-minute listening in an accurate cross-section of homes in the WLW Merchandise-Able Area.



This is the Nielsen Audimeter, which records every dial change, every minute of listening, 24 hours a day, year in and year out. It measures FACTS..with perfect accuracy.

This is the fifth step in WLW's march toward FACTUAL time-buying information:

1940—Merchandise-Able Area established
1941—Hooperatings adopted
1942—Cost Allocation System developed
1943—First rural coincidentals
1945—NIELSEN RADIO INDEX adopted

With the start of the new year, this additional information about listening in the WLW area will enable us not only to show you the WLW story more accurately measured by standard yardsticks, PLUS new yardsticks never before available to us... but also to improve station operation and programming beyond even the high standards for which the Nation's Station is famous.

WLW
The Nation's Station

NEW YORK CINCINNATI CHICAGO
HOLLYWOOD ATLANTA